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ECONOMIC DEVELOPMENT ADMINISTRATION

TECHNICAL
ASSISTANCE
PROJECT

U.S. DEPARTMENT OF COMMERCE

FINAL REPORT EAST CAROLINA UNIVERSITY REGIONAL DEVELOPMENT INSTITUTE

A PROGRAM OF ECONOMIC DEVELOPMENT THROUGH TECHNICAL ASSISTANCE



EAST CAROLINA UNIVERSITY
REGIONAL DEVELOPMENT INSTITUTE
GREENVILLE, NORTH CAROLINA





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EDA TECHNICAL ASSISTANCE GRANT PROJECT NUMBER 03-6-09016-3

FINAL REPORT

June 1, 1969, through June 30, 1971

This technical assistance study was accomplished by professional consultants under grant with the Economic Development Administration. The statements, findings, conclusions, recommendations, and other data in this report are solely those of the Grantee and do not necessarily reflect the view of the Economic Development Administration.

EAST CAROLINA UNIVERSITY REGIONAL DEVELOPMENT INSTITUTE

Greenville, North Carolina

October 1971

PREFACE

This final report, while describing the activities of this grant period, does provide some insight into the entire program and the effect of the Institute since its beginning in 1965. Some activities begun during the first year are just presently approaching a culmination. The total effectiveness of some of the activities included in this report will not be realized until some future date. Because of the Institute's involvement in total economic development rather than just industrial development, the worth of many projects cannot be measured by the directly-related number of jobs involved. These activities, in many instances, provide only the means whereby other activities in the future can bring about a saving or creating of jobs.

Because the Institute is submitting its final report under the grant period June 1, 1969, through June 30, 1971, deviations must be made from the "University Center Reporting Requirements." Inasmuch as census data relative to median education, median family income, percentage of population earning under \$3,000 a year (key poverty indicators) are not at the Institute's disposal, they cannot be reported on. Another up-to-date index of poverty unavailable to the Institute in statistical form includes the percentage of sound housing units. (The use of 1960 census data where 1970 data is not available has been approved by the Economic Development Administration.) Every effort has been made to follow the guidelines where an accurate presentation of the activities would not be adversely affected. Other deviations from the guidelines occur due to the fact that the Institute's project reporting system has not included many of the items required in the new guidelines.

Of major importance is the desire of this Institute to take credit for projects undertaken and jobs involved only in direct proportion to its involvement in the project. It must be fully understood that a great majority of the projects reported on in this final report were the result of cooperative efforts of various State, Federal, and local agencies, as well as private companies and individuals. Therefore, it should be construed that this Institute is in no manner claiming the entire credit for such projects.

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INTRODUCTION

Created by the North Carolina State Board of Higher Education in April of 1964, the East Carolina University Regional Development Institute is an interdisciplinary function of East Carolina University. The Institute's service area is comprised of the thirty-two eastern-most counties of North Carolina. Initially, all funds for the operation of the Institute were allocated by the State through the administrative offices of the University. Staffing began in early 1965.

On June 1, 1966, the Institute was granted a contract by the Office of Technical Assistance of the Economic Development Administration, United States Department of Commerce, for the continuation and expansion of its operations. A major program to stimulate the economic growth and development of the area served by the Institute was undertaken immediately.

For a period of sixty-one months the East Carolina University Regional Development Institute was funded under a contract/grant by the Economic Development Administration. June 30, 1971, marked the end of this long association. However, on three separate occasions the State of North Carolina has increased the Institute's appropriations. During the 1971 Legislature, just adjourned, the General Assembly appropriated funds which would enable the Institute to maintain its level of operations without federal funding.

The Institute's service area must be described as an economically depressed area. Almost two-thirds of its counties are EDA designated. During the year 1970, unemployment has reached a level of 6.7%. Net migration for the region in the decade ending in 1970 resulted in a loss of 11.8% of the population.

In an attempt to assist in the development of the region, the Institute became involved in 260 separate projects during the grant period. This involvement contributed toward the creation, stabilization, or potential creation of 1,730 jobs.

This final report covers the activities of the East Carolina University Regional Development Institute during the Technical Assistance grant period extending from June 1, 1969, through June 30, 1971. The purpose of the report is to outline the organizational structure, program objectives, and operating procedures of the Institute. An additional purpose is to summarize the activities of projects undertaken during the period.

ORGANIZATION

A chief interest of the Director from the onset was to confer with a cross section of leaders and citizens in Eastern North Carolina and to establish close working liaison with county and municipal development groups, local units of government, chambers of commerce, state and federal agencies, and other legally constituted organizations.

This initial step was designed to gain a thoroughly accurate insight into the problems affecting economic growth and development, to study these problems objectively, and to relate them to the much broader perspective of regional interests. It enabled the Institute to establish clearly its concepts, define its range of interests, and identify its objectives. In addition, it afforded the Institute an opportunity to group counties of the region according to contiguous, homogeneous factors. The major benefit of this early study was a realistic estimate of staff requirements in terms of size, professional fields of interest, and qualifications.

The staff of the Institute in 1969-1971 consisted of five full-time specialists, two consultants, one librarian, and two secretaries. In addition, the Institute utilized approximately 35 students during the grant period.

Full-time specialists on the staff include qualified and experienced personnel in the fields of marketing and industrial development, community development, international services, resource development, research analysis, and management and financial counseling. All personnel are housed in the Institute's offices on the university campus.

The East Carolina University Regional Development Institute reports directly to the President, Vice President, and Director of Development of the University. This direct relationship to the policy-making and administrative leadership of the university assures, in large measure, maximum utilization of all resources and facilities available through the university's many departments, schools, and adjunct interdisciplinary functions.

The organization chart following shows the structure of the Institute. It also shows the relationship to the several branches of the university, to the administrative organization, and ultimately to the Board of Trustees, which is the policy-making group appointed by the Governor.

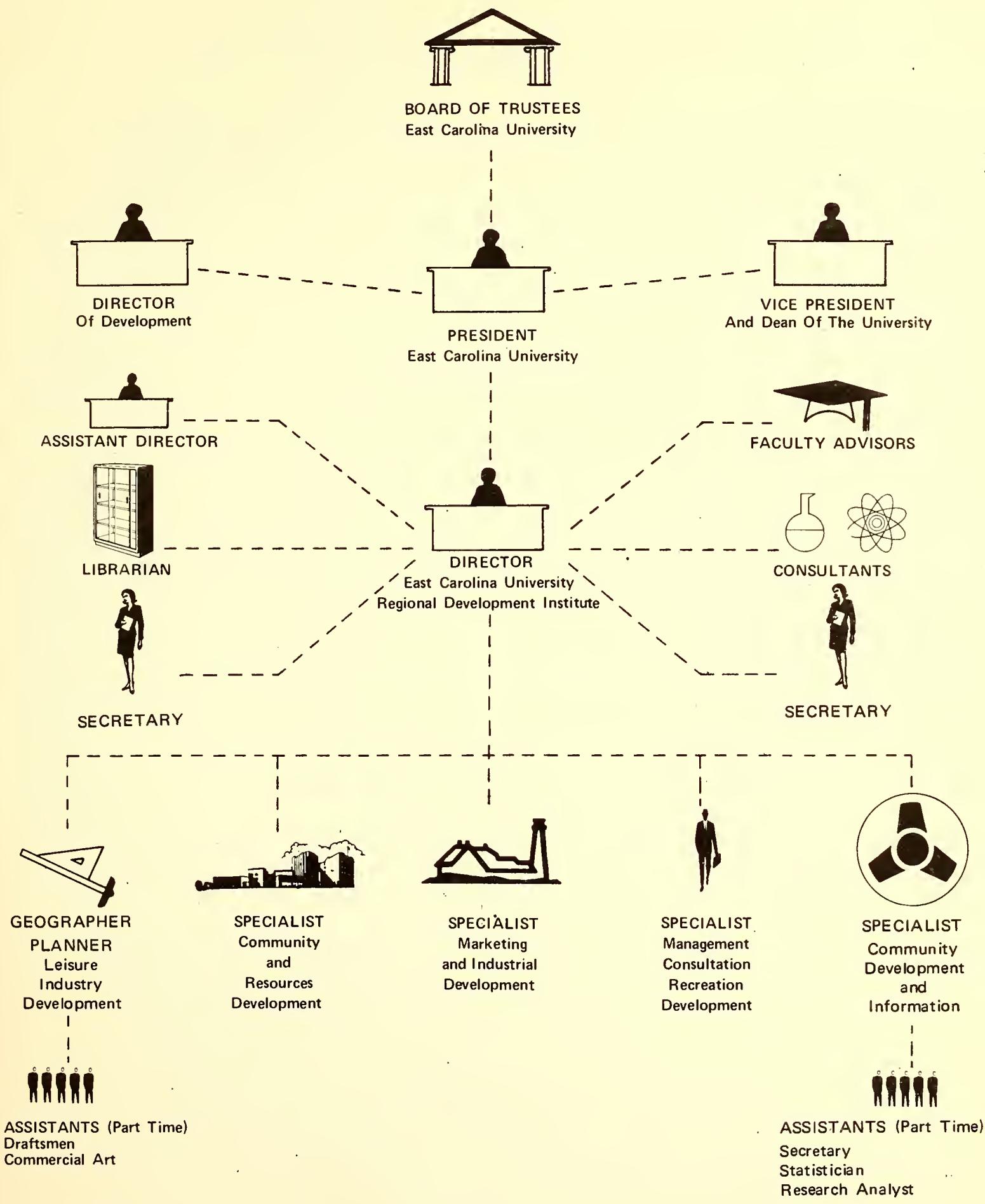


CHART I
EAST CAROLINA UNIVERSITY REGIONAL DEVELOPMENT INSTITUTE

ORGANIZATIONAL CHART

ECONOMIC CHARACTERISTICS OF THE INSTITUTE'S SERVICE AREA

Economic growth depends on the efficiency with which an area uses its human and physical resources. The human and physical resources of Eastern North Carolina are underdeveloped. As a result, out-migration continues at a rapid rate. Unemployment remains high. Per capita personal income is increasing, but it is offset by mounting inflation. Farms are being consolidated into larger units requiring fewer workers and more machinery. As for industrial expansion within the Institute's thirty-two county area, thirty-one plants have been opened or expanded for the period 1969 through 1970. This low number of new or expanding industries can be attributed in part to a depressed national economy.

Basically, Eastern North Carolina must be described by the above indices as an economically depressed area when compared to state and national economic standards. Twenty-one of the thirty-two counties of the Institute's service area are designated for Economic Development Administration assistance.

During the past ten years, out-migration has been a serious problem in Eastern North Carolina. A total of 128,313 people left the area. Of this number 104,688 were Negro and other minority races. (See Table II) This has been a widespread problem, with twenty-seven of the thirty-two counties in the region experiencing significant out-migration. The five coastal counties of Brunswick, Carteret, Currituck, Dare, and New Hanover, have not been affected, however. Out-migration of Negro and other races occurred in all counties of the area except Onslow. There, a 20.8 percent rate of in-migration can be attributed to the location of Camp Lejeune Marine Base.

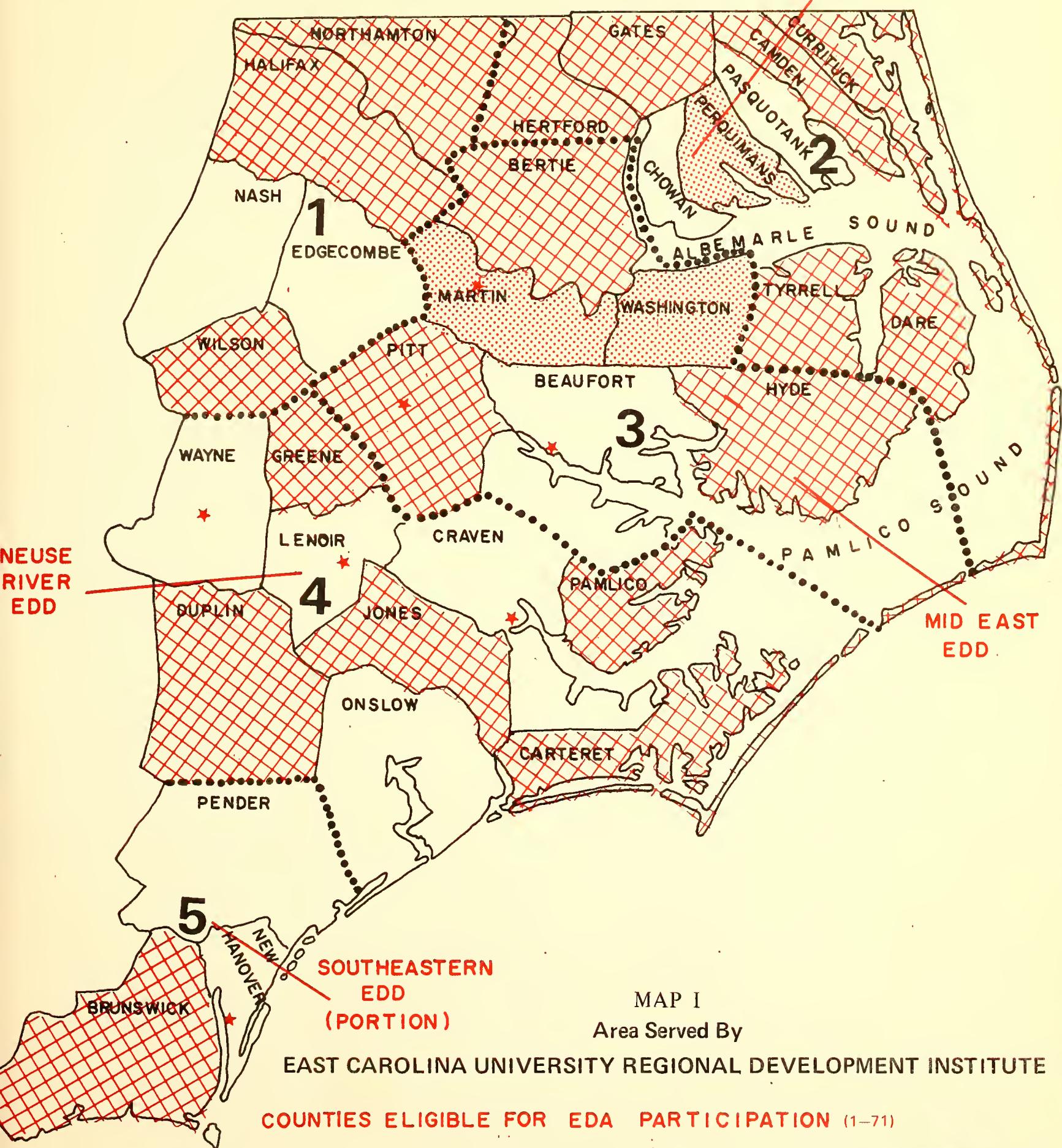
The minority population of Eastern North Carolina is on the move. During the past decade, minority population decreased from 402,629 in 1960 to 365,671 in 1970, or a 9.2 percent drop. (See Table I)

Also a continuing problem within the Institute's service area is unemployment of the civilian work force. Four counties had unemployment rates greater than 10 percent in 1970; whereas, only one county showed an unemployment rate greater than 10 percent in 1969. The unemployment rate of 6.7 percent for the whole area in 1970 was an appreciable increase over the 1969 figure of 5.1 percent. Area unemployment continues to remain higher than the average for North Carolina and the nation. (See Table III)

The economy of the region is still strongly dependent on agriculture although employment in farm occupations continues to decline. Only Camden County showed an increase in the percent of agricultural employment from 1959 to 1967. (4.5 percent) The percentage of total employment in industry increased in twenty-five counties from 1959 to 1967. (See Table IV)

All thirty-two counties in the Institute's service area experienced an increase in personal per capita income from 1967 to 1969. During this period, annual per capita income increased by \$47 in Washington County, for the lowest gain shown. At the other end of the scale the per capita income for Nash County was raised \$665 per year. The percentage of increase ranged from a low of 3.2 in Washington County to a high of 28.9 in Chowan. Fourteen counties had a personal per capita income increase of 20 percent or more. (See Table V)

**ALBEMARLE AREA
EDD**



MAP I
Area Served By

EAST CAROLINA UNIVERSITY REGIONAL DEVELOPMENT INSTITUTE

COUNTIES ELIGIBLE FOR EDA PARTICIPATION (1-71)



TITLE IV



TITLE I



GROWTH CENTERS

..... SUB-REGION BOUNDARIES



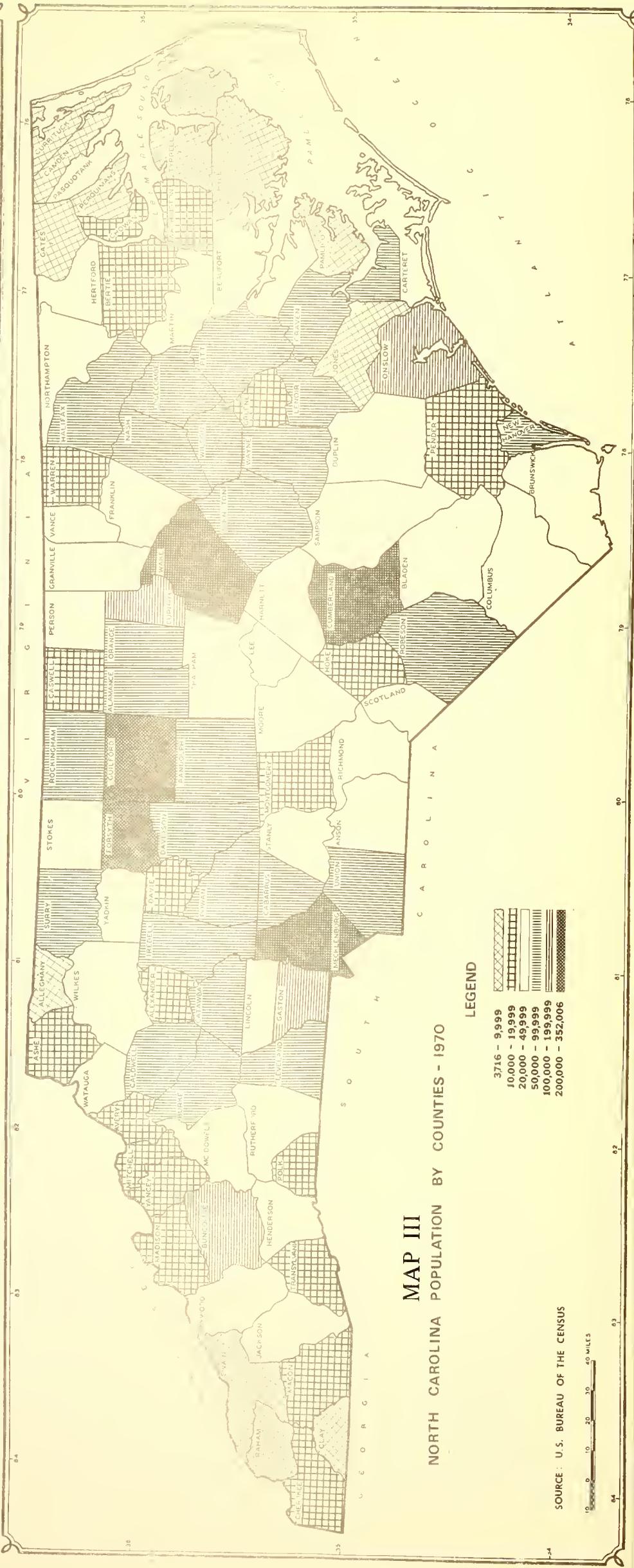
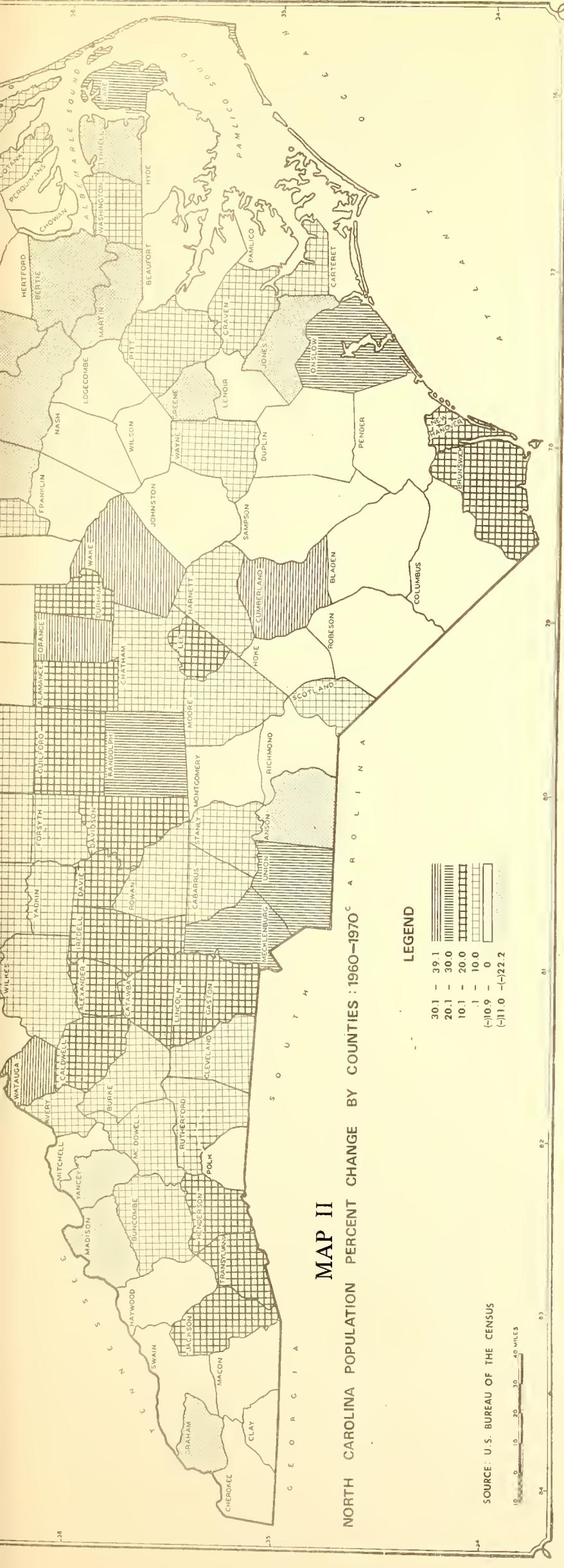


TABLE 1
PERCENTAGE OF MINORITY POPULATION
IN THE INSTITUTE'S SERVICE AREA

<u>County</u>	Population		Change 1960 to 1970	
	April 1, 1970	April 1, 1960	Number	Percent
Beaufort	35,980	36,014	- 34	- .1
Negro and other races	11,935	13,290	- 1355	- 10.2
Bertie	20,528	24,350	- 3822	- 15.7
Negro and other races	11,520	14,453	- 2933	- 20.3
Brunswick	24,223	20,278	3945	19.5
Negro and other races	7,452	7,175	277	3.9
Camden	5,453	5,598	- 145	- 2.6
Negro and other races	2,035	2,358	- 323	- 13.7
Carteret	31,603	27,438	4165	15.2
Negro and other races	3,721	3,833	- 112	- 2.9
Chowan	10,764	11,729	- 965	- 8.2
Negro and other races	4,510	5,464	- 954	17.5
Craven	62,554	58,773	3781	6.4
Negro and other races	16,391	17,009	- 618	- 3.6
Currituck	6,976	6,601	375	5.7
Negro and other races	1,890	2,086	- 196	9.4
Dare	6,995	5,935	1060	17.9
Negro and other races	—	—	—	—
Duplin	38,015	40,270	- 2255	- 5.6
Negro and other races	12,936	15,144	- 2208	- 14.6
Edgecombe	52,341	54,226	- 1885	- 3.5
Negro and other races	24,798	28,134	- 3336	- 11.9
Gates	8,524	9,254	- 730	- 7.9
Negro and other races	4,532	5,022	- 490	- 9.8
Greene	14,967	16,741	- 1774	- 10.6
Negro and other races	7,025	8,424	- 1399	- 16.6
Halifax	53,884	58,956	- 5072	- 8.6
Negro and other races	26,903	32,464	- 5561	- 17.1
Hertford	23,529	22,718	811	3.6
Negro and other races	12,723	13,400	- 677	- 5.1
Hyde	5,571	5,765	- 194	- 3.4
Negro and other races	2,295	2,435	- 140	- 5.7
Jones	9,779	11,005	- 1226	- 11.1
Negro and other races	4,396	5,173	- 777	- 15.0
Lenoir	55,204	55,276	- 72	- 0.1
Negro and other races	20,500	21,872	- 1372	- 6.3
Martin	24,730	27,139	- 2409	- 8.9
Negro and other races	11,100	13,560	- 2460	- 18.1
Nash	59,122	61,002	- 1880	- 3.1
Negro and other races	21,256	24,280	- 3024	- 12.5

TABLE I
Percentage of Minority Population in the Institute's Service Area (Continued)

County	Population		Change 1960 to 1970	
	April 1, 1970	April 1, 1960	Number	Percent
New Hanover	82,996	71,742	11,254	12.5
Negro and other races	19,040	19,998	- 958	- 4.8
Northampton	24,009	26,811	-2802	-10.5
Negro and other races	13,910	17,099	-3189	-18.7
Onslow	103,126	86,208	16,918	19.6
Negro and other races	16,809	11,022	5787	52.5
Pamlico	9,467	9,850	- 383	3.9
Negro and other races	3,202	3,611	- 409	-11.3
Pasquotank	26,824	25,630	1194	4.7
Negro and other races	10,239	10,129	110	1.1
Pender	18,149	18,508	- 359	- 1.9
Negro and other races	7,952	8,906	- 954	-10.7
Perquimans	8,351	9,178	- 827	- 9.0
Negro and other races	3,471	4,303	- 832	-19.3
Pitt	73,900	69,942	3958	5.7
Negro and other races	25,632	30,484	-4852	-15.9
Tyrrell	3,806	4,520	- 714	-15.8
Negro and other races	1,649	1,976	- 327	-16.5
Washington	14,038	13,488	550	4.1
Negro and other races	5,848	6,083	- 235	- 3.9
Wayne	85,408	82,059	3349	4.1
Negro and other races	28,813	30,224	-1411	- 4.7
Wilson	57,486	57,716	- 230	- 0.4
Negro and other races	21,188	23,218	-2030	- 8.7
Total Area Population	1,120,856	1,034,720		
Total Minority Population	365,671	402,629		
Area change and percentage of Minority Population			-13,376	- 9.2
North Carolina change and percentage of Minority Population			33,679	11.5

Source: U. S. Department of Commerce, Bureau of the Census. *Population Estimates and Projections, Components of Population Change By County, 1960 to 1970.*

TABLE II

NET MIGRATION AFFECTING THE INSTITUTE'S SERVICE AREA

<u>County</u>	<u>Births</u>	<u>Deaths</u>	<u>Net Number</u>	<u>Migration Percent</u>
Beaufort	7,261	3,862	- 3,433	- 9.5
Negro and other races	3,138	1,410	- 3,083	-23.2
Bertie	4,761	2,429	- 6,154	-25.3
Negro and other races	3,353	1,279	- 5,007	-34.6
Brunswick	4,586	2,037	1,396	6.9
Negro and other races	1,887	693	- 917	-12.8
Camden	1,136	518	- 763	-13.6
Negro and other races	545	182	- 686	-29.1
Carteret	5,951	2,724	938	3.4
Negro and other races	1,072	395	- 789	-20.6
Chowan	2,245	1,197	- 2,013	-17.2
Negro and other races	1,261	567	- 1,648	-30.2
Craven	17,246	4,730	- 8,735	-14.9
Negro and other races	4,764	1,928	- 3,454	-20.3
Currituck	1,163	850	62	0.9
Negro and other races	488	280	- 404	-19.4
Dare	1,238	808	630	10.6
Negro and other races				
Duplin	8,192	3,777	- 6,670	-16.6
Negro and other races	3,736	1,426	- 4,518	-29.8
Edgecombe	12,030	5,108	- 8,807	-16.2
Negro and other races	7,423	2,620	- 8,139	-28.9
Gates	1,703	1,017	- 1,416	-15.3
Negro and other races	1,181	504	- 1,167	-23.2
Greene	3,481	1,381	- 3,937	-23.5
Negro and other races	2,240	597	- 3,042	-36.1
Halifax	3,234	5,685	- 12,621	-21.4
Negro and other races	8,853	2,847	- 11,567	-35.6
Hertford	5,007	2,066	- 2,130	- 9.4
Negro and other races	3,494	1,219	- 2,952	-22.0
Hyde	1,027	730	- 491	- 8.5
Negro and other races	641	247	- 534	-21.9
Jones	2,147	943	- 2,430	-22.1
Negro and other races	1,301	427	- 1,651	-31.9
Lenoir	11,787	4,813	- 7,046	-12.7
Negro and other races	5,348	2,092	- 4,628	-21.2
Martin	5,759	2,411	- 5,757	-21.2
Negro and other races	3,292	1,132	- 4,620	-34.1
Nash	12,614	5,728	- 8,766	-14.4
Negro and other races	6,659	2,322	- 7,361	-30.3

TABLE II
Net Migration Affecting the Institute's Service Area (Continued)

<u>County</u>	<u>Births</u>	<u>Deaths</u>	<u>Net Number</u>	<u>Migration Percent</u>
New Hanover	14,944	7,680	3,990	5.6
Negro and other races	4,621	2,582	- 2,997	-15.0
Northhampton	5,593	2,757	- 5,638	-21.0
Negro and other races	4,289	1,525	- 5,953	-34.8
Onslow	29,415	4,000	- 8,497	- 9.9
Negro and other races	4,364	867	2,290	20.8
Pamlico	1,581	931	- 1,033	-10.5
Negro and other races	748	282	- 875	-24.2
Pasquotank	5,639	2,703	- 1,742	- 6.8
Negro and other races	2,462	1,065	- 1,287	-12.7
Pender	3,640	1,840	- 2,159	-11.7
Negro and other races	2,104	863	- 2,195	-24.6
Perquimans	1,562	886	- 1,503	-16.4
Negro and other races	791	395	- 1,228	-28.5
Pitt	16,139	6,306	- 5,875	- 8.4
Negro and other races	8,078	2,957	- 9,973	-32.7
Tyrrell	753	511	- 956	-21.2
Negro and other races	457	196	- 588	-29.8
Washington	3,315	1,376	- 1,389	-10.3
Negro and other races	1,849	568	- 1,516	-24.9
Wayne	21,008	6,854	-10,805	-13.2
Negro and other races	7,282	2,797	- 5,896	-19.5
Wilson	12,857	5,540	- 7,549	-13.1
Negro and other races	6,434	2,451	- 6,013	-25.9
Area Totals Net Migration			-128,313	-11.8
Negro and other races			-104,688*	-32.2
State Totals			-94,399	- 2.1

* Indicates migration to other counties outside the Institute's Service Area in the State.

Source: U. S. Department of Commerce, Bureau of the Census. *Population Estimates and Projections, Components of Population Change By County, 1960 to 1970.*

TABLE III
WORK FORCE SUMMARY OF COUNTIES
IN THE INSTITUTE'S SERVICE AREA

County	Civilian Work Force		Employment		Employment		Unemployment Percent	
	1970	1969	1970	1969	1970	1969	1970	1969
Beaufort	15,880	15,540	15,240	14,980	640	560	4.0	3.6
Bertie	7,230	7,040	6,730	6,570	500	470	6.9	6.7
Brunswick	7,640	6,280	7,220	6,000	420	280	5.5	4.5
Camden	1,000	1,050	890	910	110	140	11.0	13.3
Carteret	10,200	9,600	9,680	9,170	520	430	5.1	4.5
Chowan	5,200	5,100	4,970	4,940	230	160	4.4	3.1
Craven	22,720	22,410	21,620	21,500	1,100	910	4.8	4.1
Currituck	1,500	1,440	1,290	1,330	210	110	14.0	7.6
Dare	3,030	2,790	2,900	2,610	130	180	4.3	6.5
Duplin	16,020	15,520	15,340	15,040	680	480	4.2	3.1
Edgecombe	22,230	21,210	20,860	20,080	1,370	1,130	6.2	5.3
Gates	2,170	2,030	2,010	1,990	160	40	7.4	2.0
Greene	4,870	4,900	4,500	4,600	370	300	7.6	6.1
Halifax	21,860	21,800	20,600	20,680	1,260	1,120	5.8	5.1
Hertford	9,500	9,350	8,930	8,750	570	600	6.0	6.4
Hyde	1,700	1,650	1,540	1,580	160	70	9.4	4.2
Jones	2,890	2,480	2,690	2,400	200	80	6.9	3.2
Lenoir	26,870	26,190	25,670	25,070	1,200	1,120	4.5	4.3
Martin	12,020	11,920	11,230	11,350	790	570	6.6	4.8
Nash	30,490	28,980	29,250	28,070	1,240	910	4.1	3.1
New Hanover	39,460	37,680	38,210	36,610	1,250	1,070	3.2	2.8
Northhampton	7,820	7,690	7,350	7,360	470	330	6.0	4.3
Onslow	20,210	19,070	19,020	18,010	1,190	1,060	5.9	5.6
Pamlico	2,380	2,190	2,090	2,040	290	150	12.2	6.8
Pasquotank	10,620	10,040	10,040	9,610	580	430	5.5	4.3
Pender	5,550	5,330	5,030	5,090	520	240	9.4	4.5
Perquimans	2,690	2,590	2,500	2,520	190	70	7.1	2.7
Pitt	32,400	30,260	30,370	28,410	2,030	1,850	6.3	6.1
Tyrrell	1,140	1,100	1,010	1,010	130	90	11.4	8.2
Washington	3,510	3,200	3,200	3,020	310	180	8.8	5.6
Wayne	35,010	32,980	33,720	31,870	1,290	1,110	3.7	3.4
Wilson	28,600	27,330	26,900	25,730	1,700	1,600	5.9	5.9
Average Unemployment for the 32 county service area							6.7	5.1
Average Unemployment for North Carolina -1969								4.1
Average Unemployment for North Carolina -1970								3.7

Source: North Carolina Employment Security Commission, Bureau of Employment Security Research. *North Carolina Work Force Estimates*, August 1, 1970.

Note: 1970 work force estimates are not available. This data will be published in August 1971.

TABLE IV
A COMPARISON OF AGRICULTURAL AND INDUSTRIAL
EMPLOYMENT IN THE INSTITUTE'S SERVICE AREA

<u>County</u>	* Percent of Industrial Employment (1959)	* Percent of Industrial Employment (1967)	Percent of Increase or Decrease	* Percent of Agricultural Employment (1959)	* Percent of Agricultural Employment (1967)	Percent of Increase or Decrease
Beaufort	14.8	23.6	101.8	37.4	23.7	-19.9
Bertie	18.1	20.3	12.0	51.6	41.8	-19.9
Brunswick	11.0	14.2	37.9	41.1	30.8	-19.4
Camden	3.2	1.3	-51.4	40.5	36.3	4.5
Carteret	12.8	13.3	34.3	21.0	14.7	-9.7
Chowan	16.4	26.8	70.4	37.0	19.7	-44.5
Craven	9.2	9.0	25.6	12.5	7.9	-18.4
Currituck	7.3	3.2	-58.5	51.6	34.6	-35.8
Dare	6.8	4.4	-7.6	20.1	12.1	-14.6
Duplin	12.6	20.3	77.2	53.7	39.1	-19.7
Edgecombe	14.8	23.8	63.0	26.2	20.6	-20.4
Gates	13.5	13.5	-11.3	50.5	36.3	-36.3
Greene	2.0	6.0	232.2	74.9	67.0	-1.1
Halifax	30.4	31.0	11.1	25.3	16.9	-27.0
Hertford	22.3	26.2	28.3	28.5	17.4	-33.2
Hyde	2.0	8.8	305.9	30.7	36.5	-34.5
Jones	4.8	6.7	52.2	59.8	48.8	-10.8
Lenoir	23.5	28.0	45.2	23.0	17.5	-7.4
Martin	15.6	35.4	195.1	45.0	25.7	-25.8
Nash	23.1	26.4	32.3	28.9	20.2	-19.0
New Hanover	21.3	24.8	17.1	3.8	1.6	-51.7
Northhampton	13.0	21.5	87.0	47.7	33.1	-21.6
Onslow	0.7	1.7	194.7	5.5	3.9	-13.5
Pamlico	8.2	12.3	52.1	47.1	30.4	-34.7
Pasquotank	22.6	20.2	-2.3	11.8	7.6	-31.1
Pender	8.5	9.8	11.7	54.3	37.0	-33.8
Perquimans	11.2	12.2	17.4	38.0	29.0	-18.0
Pitt	12.0	18.6	80.8	35.5	24.2	-20.2
Tyrrell	16.4	13.9	-14.4	38.3	28.2	-25.4
Washington	42.8	11.0	-82.8	22.0	24.2	-26.5
Wayne	9.8	14.9	81.8	23.1	15.2	-22.0
Wilson	18.1	24.1	56.0	25.9	19.2	-12.8

	1959	1967
Area per cent of manufacturing employment	.	14.02
North Carolina, per cent of manufacturing employment	31.2	33.5
United States per cent of manufacturing employment	26.5	26.4
Area per cent of agricultural employment	34.8	8.7
North Carolina per cent of agricultural employment	15.8	10.0
United States per cent of agricultural employment	7.6	4.9

* Per cent of total employed

TABLE V
PER CAPITA PERSONAL INCOME
FOR COUNTIES IN THE INSTITUTE'S SERVICE AREA

<u>County</u>	<u>1967</u>	<u>1969</u>	Dollar Increase 1967-1969	Percentage Increase 1967-1969
Beaufort	1,966	2,533	567	22.4
Bertie	1,370	1,884	514	27.3
Brunswick		See Wilmington, N. C. SMSA*		
Camden	1,443	1,676	233	13.9
Carteret	1,867	2,458	591	24.0
Chowan	2,116	2,976	868	28.9
Craven	2,458	2,957	499	16.9
Currituck	1,849	2,142	293	13.7
Dare	2,307	2,742	435	15.9
Duplin	1,866	2,485	592	24.1
Edgecombe	2,125	2,621	496	18.9
Gates	1,274	1,774	500	28.2
Greene	1,396	1,522	126	8.3
Halifax	1,787	2,215	428	19.3
Hertford	1,616	2,174	558	25.7
Hyde	1,577	1,901	424	22.3
Jones	1,504	1,874	370	19.7
Lenoir	2,425	2,969	544	18.3
Martin	2,303	2,859	556	19.4
Nash	1,932	2,597	665	25.6
New Hanover		See Wilmington, N. C. SMSA*		
Northhampton	1,511	1,788	277	15.5
Onslow	3,049	3,541	492	13.9
Pamlico	1,528	1,697	169	10.0
Pasquotank	2,102	2,425	323	13.3
Pender	1,555	2,020	465	23.0
Perquimans	1,443	1,841	398	21.6
Pitt	1,882	2,223	341	15.3
Tyrrell	1,269	1,768	499	28.2
Washington	1,419	1,466	47	3.2
Wayne	1,932	2,579	647	25.1
Wilson	2,105	2,699	594	22.0
*Wilmington SMSA Area	2,423	2,913	490	16.8

Source: Coastal Plains Regional Commission IBM printout, June, 1971.

PROGRAM OBJECTIVES

The East Carolina University Regional Development Institute has as its major purpose the implementation of a broad technical assistance program, which is designed to aid in the total development of a depressed, rural area comprising the thirty-two easternmost counties of North Carolina. The broad program is designed to provide new employment opportunities and raise incomes through industrial development activities, commercial development, assistance to Economic Development District programs, and Councils of Governments.

Among institutions of higher education, East Carolina University has been a pioneer in its assertion of interest in the development of its immediate region and, indeed, in the development of the regional growth concept. The University is totally involved in regional affairs. There is hardly a purpose of the region that is not naturally one of the purposes of the institution. The Regional Development Institute, therefore, has had no more solid and substantial undertaking, since its association with the Economic Development Administration, than its activities to strengthen the capacity of the University to learn more about, and in return to contribute to, the regional growth processes.

The problems of comprehensive development – economic, social, and cultural – are complex and subtle. As the University learns more about them, it gains a better understanding of how much is demanded of those who desire to offer a constructive contribution. At the onset, the Institute realized that the challenge to its staff of development specialists is also a challenge to the best that their academic colleagues can offer.

Because of this, the Institute recognized a unique opportunity through selected action to reinforce the total resource base of the University and to bring these resources to bear upon the whole development process. It was clear that in the formation of the Institute a relationship between practitioners and scholars should be developed and fostered in a meaningful way.

The Institute works closely with the various schools and departments of the University, using wherever possible the talents, knowledge, and experience of faculty members on a consulting basis. The result has been a widening of the avenues of communication between academicians and regional leadership. Moreover, the way was paved for regional leadership to flow into the University in search of a new quality of thought and action.

Equally important has been the involvement in regional economic affairs of work-study students, student interns, and others in programs of work at the local and regional levels. Under the supervision of the Institute, students have been afforded an opportunity to gain practical knowledge and experience in the workings of the economic system. Students are engaged in activities both within the Institute and in the field, where they perform a variety of services dependent upon the course of study pursued and the fullest utilization of their interests and abilities.

TECHNICAL ASSISTANCE SERVICES

The technical assistance services performed included:

1 Industrial Development Activities

- a Direct technical and management assistance to existing small businesses and industries in the region to eliminate problems of marginal firms which endanger

- the continued operation of such companies.
- b. Direct technical and management assistance to existing small businesses and industries to resolve operating problems limiting growth through expansion and diversification of such firms.
 - c. Assistance in the formation of new enterprises, including manufacturing, commercial, service, tourist, and recreation ventures to create new employment opportunities.
 - d. Providing a regional information services program including computerized industrial site location using the University computer and research library services. (Note: this service was discontinued early in the grant period due to lack of funding and the fact that the State of North Carolina began a similar program.)
 - e. Special research studies for expansion and diversification of existing businesses and industries suitable for development in the region, and implementation of the research effort.
 - f. Educational programs involving industrial development conferences for local leaders and assistance in the formulation of technical and educational curricula for the region
 - g. Assistance to District organizations in determining priorities for projects.
 - h. Support of the District organizations with informational services and technical feasibility studies as required.

2. Community Economic Development Activities

- a. Collection and analysis of community data to assist local communities in solving problems blocking economic growth.
- b. Assistance in developing technical and vocational educational programs as required using data obtained from the community audit program.
- c. Assistance to local communities in conducting comprehensive labor surveys to determine availability, skill level, and other needs of prospective employees.
- d. Assistance to counties, towns, and communities in the establishment of local development organizations to accelerate economic development.
- e. Providing a regional informational services program on such items as comprehensive planning, land use and development, zoning, building codes, financial support of local government, public facilities, population estimates and sources of Federal and State funds available for development purposes.
- f. Conducting special research studies and implementation of such items as public facilities and housing required in support of industrial and commercial development activities.
- g. Educational in-service development training programs; such as, conferences on various aspects of community and regional matters to inform local leadership about the opportunities and procedures involved in economic development.
- h. Assistance in the organization of District programs.
- i. Providing informational services and technical feasibility studies as required to the District programs.

Special studies are accomplished by regular staff members and/or university faculty. Study proposals are initiated by the Institute on the basis of field investigations and observations. Others are requested by organizations having interests in common with the objectivity, thoroughness, and technical competence. The Institute, as such, takes no position with respect to study findings, except to foster implementation of results demonstrating functional application.

At the inception of the Institute, there existed a recognized need for documented, factual, and current data concerning the communities of Eastern North Carolina. This need was based on the premise that information is basic and vital to successful project decisions that would accelerate the growth and development of the region. East Carolina University immediately made its Computing Center available to the Institute, and a data bank was established as a depository for regional data collected directly by Institute personnel, by knowledgeable individuals, and by other research and development organizations including governmental agencies. While this computer system is no longer operational, the Institute still maintains updated data on the region as well as a large library of Eastern North Carolina publications and data derived from all possible sources.

Services provided by the Institute to business firms, industrial plants, and service companies are extensive. This in no small measure, serves as evidence of the Institute's interest in business stabilization and the attraction of new economic activity. Among the services provided upon request are the following:

- 1) Management counseling.
- 2) Assisting applicants for Federal financial assistance.
- 3) Development of diversification proposals.
- 4) Aiding in development of marketing strategy.
- 5) Preparation of forecasts related to long-range demands.
- 6) Creating and locating sources of risk capital.
- 7) Maintaining a continuing program of business education.
- 8) Arranging access to conventional loan funds.
- 9) Conducting investigations into special business problems.
- 10) Preparation of preliminary studies to support new ventures.

In the field of industrial development, the Institute makes available to bonafide organization consultants and community representatives assistance in the analysis of industrial sites, the interpretations of plant location requirements, and the supply of current data upon which management decisions may be based. Again, this Institute program is maintained to assist professional practitioners, and to bring before prospective industries facts about Eastern North Carolina which merit their review and consideration. The Institute recognized, in the final analysis, that many individuals and groups bring their influence to bear upon plant location selections. In this respect, the Institute views its role as that of providing technical assistance to full-time plant location agencies and consultants.

Underlying the Institute's total program is its community development efforts. The function of the Institute in this realm includes organization of community, county, and area development corporations and, where it is practical, to encourage the establishment of local economic development offices staffed by experienced development practitioners. Guidance is made available on housing, transportation, water and sanitary sewerage systems, public safety, recreation, urban renewal, fiscal planning, and numerous other subjects that are of growing concern to urban areas.

While industrial site data is closely allied to the community development work of the Institute, it is primarily a local responsibility. However, the staff assists industrial development leaders and full-time professionals at the local level in determining the desirability of land for industrial purposes. Upon special request, and when the Institute does not have information on a site having special features required by a prospective manufacturer or business, Institute staff members develop additional sites in cooperation with industrial development groups.

PROJECT PERSONNEL

The staff of the East Carolina University Regional Development Institute consists of nine persons, including a director, assistant director, five development specialists, a librarian, two secretaries, consultants, student interns, and work-study students. The number of consultants and student employees varied during the year as the work load of the Institute varied.

Represented on the staff are a geographer-planner for leisure industry development and specialists in the following fields: community and resources development, marketing and industry development, management consultation and recreation development, and community development and information.

Each member of the staff has been selected on the basis of qualifications, education, and experience in a particular profession. However, the entire staff has an extensive background in the broad facets of development work, thus assuring flexibility in staff assignments.

Specifically, the staff encompasses more than 60 years of experience in economic development or directly related fields. These include city management, county development commission directorships, community development commission directorships, Office of Economic Opportunity area program directorship, and positions with the industrial development department of a railroad, a state-wide community planning agency, a city planning department, a state highway commission, and private enterprise. The sixty years of staff experience also includes twenty-eight years of combined experience with the Institute.

PHASING OF WORK PROGRAM

INTERNAL MANAGEMENT POLICIES AND PROCEDURES

The procedure for involvement by the Institute in projects within the region has been maintained in an uncomplicated manner. This has been a major key to the acceptance of the Institute by those desiring assistance. Requests are received, usually in letter form, which state briefly the nature of the project.

When assistance is requested from the Institute in finding or developing a solution to a specific problem obstructing economic development, or to undertake a special study or research project, numerous factors are taken into consideration before the request is accepted. Generally, the conditions for priority consideration are as follows:

1) The project must be practical and realistic, and it must show reasonable assurance that it can be implemented successfully

2) The availability of staff or consulting personnel must be such that the project may be undertaken without adversely affecting the completion of ongoing projects.

3) Projects for which the creation of employment opportunities are specific and realizable have priority over those for which employment effects are vague.

4) Projects that offer assurances of effective follow-up receive more favorable consideration.

5) Projects which benefit population groups with the greatest incidence of unemployment, underemployment, and low family income receive higher priority.

6) In general, projects from designated areas have priority over those from non-designated areas.

7) Timeliness and staff judgment as to relative importance in the overall work load of the Institute are major considerations in allocating specialists.

8) Projects which will contribute substantially to the goals and objectives of the Institute and which conform to the purposes of the Public Works and Economic Development Act of 1965 will be given careful consideration.

Some projects undertaken evolve from knowledge of specific needs of the region by the staff. These then are initiated from within the Institute following generally the same procedure as above.

A strong policy of implementation of projects is maintained. Staff members counsel with project principals until such time as this service is no longer needed, usually no longer than one year. This counseling does begin to taper off after a reasonable length of time unless the principal continues to seek assistance.

The Institute strives to maintain a good working relationship with municipal, state and federal agencies, private agencies, etc. In many instances, projects undertaken by the Institute involve the referral to or coordination of efforts between these and project principals.

The Institute does not charge fees for projects accepted or for services rendered. However, in respect to the publication of printed materials designed specifically upon request for use by a profitmaking organization or enterprise, all publication costs must be assumed by the requesting organization or enterprise.

RELATIONSHIP TO OTHER DEVELOPMENT EFFORTS

While the Institute does not report to any organization, directly or indirectly, other than to East Carolina University and the Economic Development Administration, it cooperates with state and federal agencies at all levels and local and area development organizations, commissions, foundations, corporations, and local units of government. On occasion the Institute may collaborate with other agencies in the accomplishment of research projects, particularly where such studies and projects have a strong emphasis on engineering and other professional fields.

During the period, the State of North Carolina created Multi-County Planning Districts (See Appendix I) for the purpose of improving development activities. These districts are referred to in the individual project reports.

STRATEGY FOR SUBREGIONS

The strategy of the East Carolina University Regional Development Institute has been based on the premise that with limited external assistance the region has the ability to develop an effective internal mobilization of human, physical, and monetary resources which could enable Eastern North Carolina, through self help, to accomplish a greater degree

of economic progress.

Effective priorities to the measures for economic growth have been required to achieve realistic potential as can be seen in the Institute's listing of projects. Some major problems have extended beyond the immediate reach of the region, and it is here that external assistance has been needed to accomplish the desired results.

The accomplishments of the Institute have been made possible largely as a result of its Technical Assistance grant with the Economic Development Administration. It has been demonstrated that under-developed regions, given the proper allocation of professional guidance and supplemental financial assistance, have the ability to advance and sustain a higher rate of economic growth.

Clearly, the range of the Institute's program for evaluating and strengthening the vitality of economic activity in a regional setting, has been extended. Fundamental research by the Institute has developed a systematic formulation which has provided some solutions to the problems of regional growth.

Following the Federal and State's influence and directives to establish sub-regions, the Institute took the initiative in aiding in the organization of three Economic Development Districts and is now actively working in the formation of the fourth. The other District (Southeast) also received substantial aid from the Institute during its formative stage.

During the past two years, as the District program has grown within this Institute area, the Institute has begun to take a new direction; i.e., from direct individual project participation to that of regional studies and the development of methodologies in the field of economic development.

Subregion I is characterized by a change in its economic base from agriculture to business. The Institute expended much of its effort in this subregion in the encouragement of new business ventures and industrial development in order to retain those persons in the transitions.

In Subregion II, while agricultural pursuits are much more entrenched, the communities are underdeveloped with regard to commercial business and industrial attractiveness. A great emphasis was placed on assisting the various communities and areas in readying themselves for this economic growth. The emerging leisure industry was emphasized also.

The area encompassing Subregion III is characterized by emerging commercial growth and large scale commercial agriculture. In support of these developments, the Institute pointed its assistance toward business development including new businesses, business expansion, financial assistance, and stabilization of existing business. Further, efforts included assistance to communities in their attraction of new industry.

Subregion IV, marked by the leading economic activity in the region, is realizing growth in the emerging cities as well as in the leisure industry. The Institute's activity was centered around the encouragement of new business, industrial development, and special studies involving leisure development.

The three counties included in Subregion V tend to look toward Wilmington as their center of economic activity. Leisure development is also being encouraged in the area. The Institute, because of distance, has not been as effective in this area as in other subregions. Its activity has been, however, centered around the development of leisure oriented development.

HIGHLIGHTS



Special Assistant Secretary of Commerce Keith Crisco (Center) is shown meeting in Greenville, North Carolina, with Director Thomas W. Willis (second from right) and others while discussing the implementations of two of the Institute's projects on Minority Entrepreneurship.



SUMMARY OF PROJECT ACTIVITIES

The 260 major projects conducted by the Regional Development Institute under the Economic Development Administration sponsored program of technical assistance during the past twenty-five months were performed in the counties of Eastern North Carolina shown in Map IV. As footnoted on the exhibit, projects which could not be identified with any one county were considered regional in scope. The number of projects, by county, for the grant period does not include fifty regional projects.

Table VI summarized the 260 projects by location within the subregions and by category of project. As shown, the most common category was "New Business Ventures" with 58 projects included in that classification. "Industrial Development" and "Special Studies" with 50 and 49 projects respectively were the next two categories in number of projects. "Community Development" with 35 projects was fourth in number. "Business Stabilization," "Business Expansion," and "Financial Assistance" totaled 32 projects. Thirty-six projects involved "Seminars and Conferences," "Speeches," and "Other" categories. Assuming all projects were equal in terms of value of services rendered, approximately 34 percent of the Institute's effort was directed toward assisting businesses, 19 percent toward assisting industry, and 33 percent toward assisting communities and improving the general economic environment.

The status of projects conducted over the past twenty-five months is reported in Table VII. Of the 260 total, 188 have been completed, 35 are still active, and 37 have been discontinued.

The "Job Impact Summary," Table VIII, shows the number of jobs created over the past two years, the number of jobs stabilized, and the number of potential jobs which will be created by projects still pending.

It is obvious to one studying the map, Map IV, that proximity to the Institute generates technical assistance projects in the immediate area. The Regional Development Institute is located at East Carolina University in Pitt County, where 62 projects have been undertaken. Carteret County on the coast, with 23 projects, was second in number. Otherwise, the number of projects in each county decreased as the distance from the Institute increased.

The Institute has worked with the cities of Greenville and Fayetteville in establishing Minority Entrepreneurship Programs in each location. Applications to the Economic Development Administration for directors for each program have been approved, and the men have been appointed. State universities located in each city will be actively involved in the educational aspect of this project. Also, the business community of each city will take an active part in this program. Advisory committees of established businessmen have been appointed to provide counseling service on an ongoing basis to prospective entrepreneurs, primarily of the minority races.

A major project was begun and will continue into the next year involving utilization of portions of the Great Dismal Swamp. Involvement by the Institute was requested by the N C Department of Water and Air Resources in determining the justification for the continued maintenance of a secondary channel of the Intracoastal Waterway through the swamp by the Corps of Engineers. Since a major portion of the maintenance problems have involved excessive speeds in the canal, the Institute has, at the request of the Board of Commissioners of Camden County, begun steps which could establish and enforce speed limits.

Further, the Institute, at the request of citizens in the area affected, initiated action which could involve the purchase of some 13,000 acres for use as a state park by the Nature Conservancy. The General Assembly of North Carolina allocated funds to purchase the property from the Nature Conservancy. The total investment will approach \$1.9 million. A formal request is anticipated from the Division of State Parks, N. C. Department of Conservation and Development, which would allow the Institute to prepare a master development plan for utilization of this 13,000 acres.

The Institute provided technical assistance to the Economic Improvement Council of Chowan County and the Albemarle Area Development Association in drawing a proposal for the ten-county Albemarle area to be federally designated as the Albemarle Economic Development District. Included in the proposal were provisions for structuring a district office and appropriations for financial support of the district. The District has been officially designated by the Economic Development Administration, and appointment of staff positions has been completed.

The Tyrrell County Board of Commissioners sought the assistance of various agencies of the state and federal government to provide recommendations for drawing a master economic development plan for the county. The Institute, as coordinator of this project, has published the recommendations of the various agencies and distributed them to state departments, local committees, and officials. Further assistance will be available from the Institute as steps are taken to implement the practical recommendations for the economic development of this neglected area.

The president of the Albemarle Area Development Association requested that the Institute coordinate efforts of several agencies, including the Regional Medical Program and Comprehensive Health Planning, to organize a health planning district in order to stimulate community discussions and identification of health goals and needs. An organizational meeting for the health planning district was held in May, and announcement of personnel and projects will be forthcoming soon.

6.

At the request of the mayor of Walstonburg, Greene County, assistance was given to prepare an application to the Economic Development Administration for a loan and grant to improve the quality of water in the community and for construction of a new sewerage disposal treatment plant. The project is under way. New water lines have been installed and the sewerage treatment plant is under construction.

7.

Historic Bath, a recognized State Historic Site operating on a very limited budget, has initiated efforts to secure additional funds to develop its potential. The Institute was requested to prepare a master plan showing prospective sites, methods, and priorities for the orderly development of this historic area. The plan, in draft form, was submitted to Bath officials and the N. C. Department of Archives and History for approval. The plan, with modifications, has been incorporated into an overall state-wide historical master plan.

8.

The Institute prepared building cost estimates and specifications and made other arrangements for an application for a Small Business Administration loan for a prospective owner of a farm tractor business in Plymouth, Washington County. Further appointments with SBA representatives are scheduled for the near future.

9.

The Institute rendered assistance to property owners-developers in Henrico, Northampton County, by preparing a preliminary sketch layout of a 30-acre tract bordering Lake Gaston, which provides plans not only for a profitable business, but also a modern, attractive functional recreational area, primarily for minority interests. Construction on the first phase of this project has begun.

10.

A local OEO program in Northampton County requested the Institute's assistance in developing information pertinent to the location of a plant manufacturing sleeping furniture. The Institute developed site information, plant and manufacturing design, and financing plans. The announcement of this new manufacturing facility is imminent.

11.

In 1969 the North Carolina General Assembly allocated approximately \$40,000 toward the development of Manteo Harbor navigation features. The Institute coordinated efforts of local officials and the N. C. Department of Water and Air Resources in determining how the money could be used to the best advantage. Plans call for extending existing channels and using spoil for flood control. The Town of Manteo will have matching funds available July 1, 1971; the project will get under way after that time.

12.

The Institute is arranging financial assistance through the Small Business Administration for a laundry and drycleaning supply business expansion in Greenville, Pitt County. An application for a \$100,000 loan was submitted to SBA, and approval of that application has been received.

13.

The director of the Martin County Economic Development Commission in Williamston requested the Institute's assistance in the planning and acquisition of funds for a recreation complex, partially constructed, located on the Roanoke River. Application for development funds has been made to state and federal agencies, and disposition of the application is now being awaited.

14.

The owner-developer of Minnesota Beach sought information to determine the feasibility of the development of a large commercial marina on his property. The Institute prepared the requested information in such a manner that it can be utilized by the developer and others who might be interested in building such facilities along the Neuse River. Decision on future action will be made soon.

15.

A mobile home manufacturer in Newport, Carteret County, has requested the Institute's assistance in obtaining Federal Housing Authority, Veteran's Administration, and Farmers Home Administration approval for a modular housing plan. Final changes to meet requirements for FHA/VA mortgaged loans have been approved. The resulting increase in production has created 125 new jobs.

16.

The Institute was requested by a building contractor of the minority race to assist in obtaining land in Farmville, Pitt County, to develop a low to moderate income housing project. Permission to build on sixty lots has been received. Specifications and blueprints for FHA approved homes have been obtained, and arrangements have been made for FHA supervision until the contractor understands the requirements and completes the first home. The Institute will serve in an advisory capacity in this project as long as necessary.

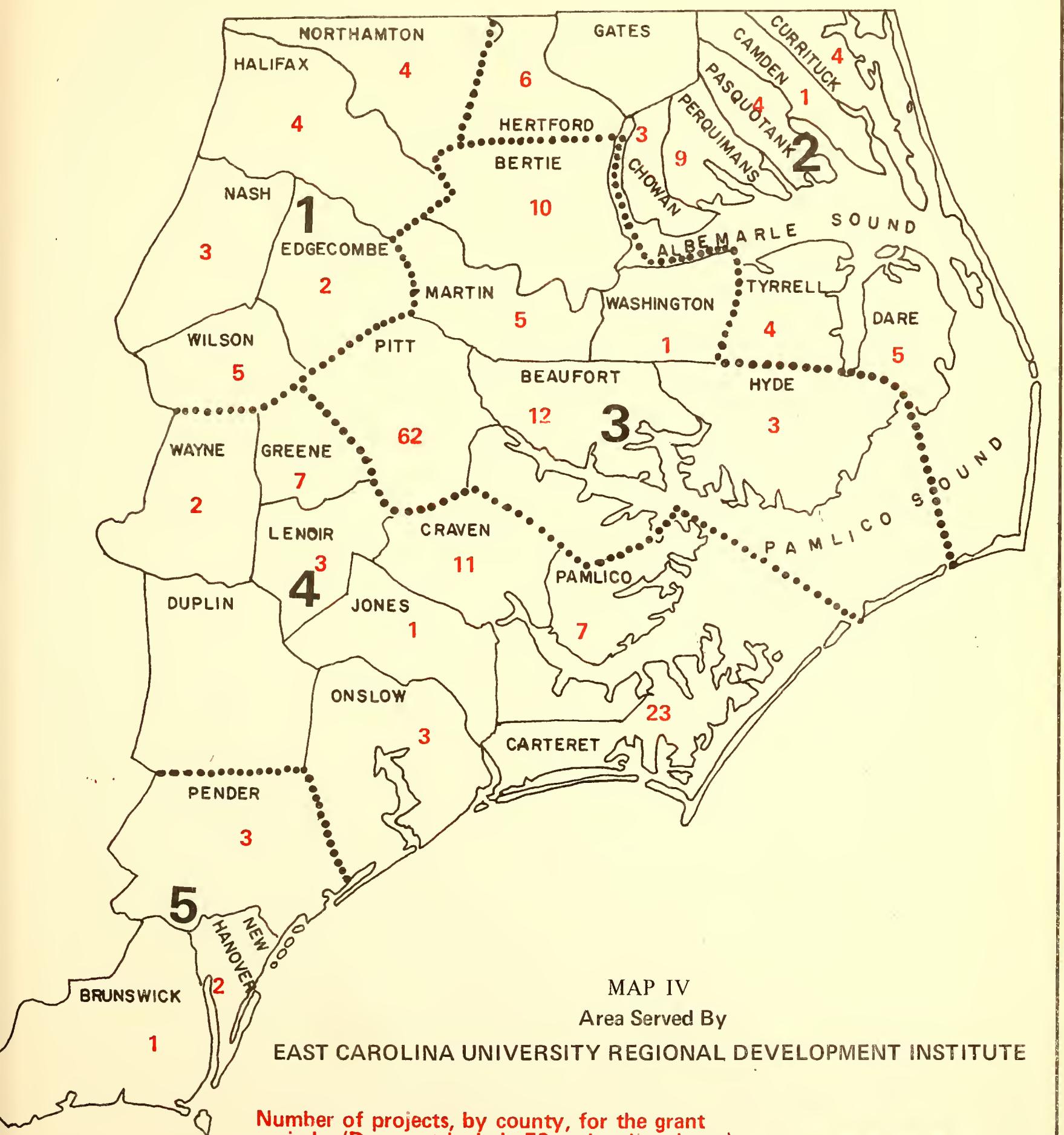
17.

The management of the Eastern North Carolina Sheltered Workshop called upon the Institute for advice in solving the problem of lack of dormitory space for the trainable physically and mentally handicapped clients of the Workshop. The Institute arranged for two mobile home manufacturers to submit designs and price estimates for modular units. Also, the Institute assisted the management in securing financing for the project. Six units have been ordered. These will house forty students.

The Institute prepared a brochure format containing pertinent data to promote the sale of a plant in Windsor, Bertie County, that processes dried sweet potatoes and pumpkins. Unless the plant is purchased and continues in operation, approximately 50 jobs will be lost. A manufacturer is currently negotiating to purchase this facility.

In January 1971 the Institute, along with the N. C. Department of Water and Air Resources, sponsored a two-day conference on water and air controls to acquaint various industrial groups and municipalities with their responsibilities to industry and industry's responsibilities to the communities. Presently, work is going forward on publishing the remarks made by individual experts at this conference. Those who took part included the following: the Administrator, Division of Commerce and Industry, N. C. Department of Conservation and Development; the Chief, Air Quality Division, N. C. Department of Water and Air Resources; the Commissioner, Division of Commercial and Sports Fisheries, N. C. Department of Conservation and Development; the Chief, N. C. State Board of Health; the Director, Division of Ground Water, N. C. Department of Water and Air Resources; the Assistant Director, N. C. Wildlife Resources Commission; the Director, Water Quality Division, N. C. Department of Water and Air Resources; the Chief, Division of Waterways and Seashore, N. C. Department of Water and Air Resources; the Executive Director, N. C. League of Municipalities; and the Director, N. C. Department of Local Affairs.

The Bertie County Development Commission requested assistance from the Institute in determining sources of funds to enable the manufacturer of synthetic furs to locate a plant in the county. On advice from the Institute, the development commission made arrangements for a participating loan involving the Economic Development Administration, the community, and a local bank. The Institute also assisted the commission in obtaining a site for the proposed plant and assuring that adequate public facilities and services would be provided. Although construction of this plant has not yet begun, one hundred new jobs will be created when it reaches full production.



Number of projects, by county, for the grant period. (Does not include 50 regional projects.)

***** SUB-REGION BOUNDARIES



TABLE VI

SUMMARY OF PROJECT ACTIVITIES BY TYPE AND SUBREGION

June 1, 1969 - June 30, 1971

	NV New Business Ventures	BS	BE	FA	SP	CD	ID	SC	PA	O
SUBREGION										Total
1. Edgecombe, Halifax, Nash, Northampton, and Wilson Counties	3		1	5	1	7	1			18
2. Camden, Chowan, Currituck, Dare, Gates, Hertford, Pasquotank, Perquimans, and Tyrrell Counties	8	1		1	2	13	6	3	2	36
3. Beaufort, Bertie, Hyde, Martin, Pitt, and Washington Counties	25	4	6	8	12	12	17	3	4	93
4. Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico, and Wayne Counties	19	3	3	5	7	6	12		2	57
5. Brunswick, New Hanover, and Pender Counties	2					4				6
Regional	1					19	3	8	7	2
TOTAL	58	8	9	15	49	35	50	10	12	14
										260

TABLE VII
ACTIVITY REPORT
June 1, 1969 — June 30, 1971

	Ongoing	Completed	Discontinued	Total
New Business Ventures	9	40	9	58
Business Stabilization		6	2	8
Business Expansion	2	7		9
Financial Assistance	1	10	4	15
Special Studies	3	39	7	49
Community Development	8	25	2	35
Industrial Development	8	30	12	50
Seminars and Conferences	1	9		10
Speeches		12		12
Other	3	10	1	14
TOTAL	35	188	37	260

TABLE VIII

JOB IMPACT SUMMARY

<u>Subregion</u>	Jobs Created	Jobs Stabilized	Potential Jobs	Total
1. Edgecombe, Halifax, Nash, Northampton, and Wilson Counties	13	26	350	389
2. Camden, Chowan, Currituck, Dare, Gates, Hertford, Pasquotank, Perquimans, and Tyrrell Counties	11		35	46
3. Beaufort, Bertie, Hyde, Martin, Pitt, and Washington Counties	234	763	19	1,016
4. Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico, and Wayne Counties	30		73	103
5. Brunswick, New Hanover, and Pender Counties		"		
Regional			176	176
TOTAL	288	789	653	1,730

INDUSTRIAL DEVELOPMENT



NARRATIVE REVIEW OF INSTITUTE PROJECTS

INDUSTRIAL DEVELOPMENT PROJECTS

ID-02-70 INDUSTRIAL TRAINING PROGRAM—Craven County

Problem: The owner-manager of a mobile home manufacturing plant of approximately 60,000 square feet in a rural tidewater county requested that this Institute coordinate state and federal manpower training programs for the purpose of teaching new industrial workers the fundamentals of mobile home manufacturing. In addition, the Institute accepted the responsibility of arranging financing for the program, obtaining instructors, and establishing course procedures.

Work Performed: The Institute's industrial development specialist met with principals of the mobile home manufacturing plant for a full discussion and review of training requirements. State and federal agencies were contacted for assistance in establishing the training program, and additional assistance was sought from the state-supported technical institute in the county. The company's needs determined the type of instructors procured for this project.

Result: The training program established as a result of this project provided the mobile home manufacturing plant with skilled, competent workers. The program embraced a variety of skills and occupations, and provided previously inexperienced workers the opportunity to obtain advanced training in the development of assembly-line skills, thus insuring permanent jobs, opportunities for advancement, and improved earning levels. This is a continuing program that the employer uses to train his workers as operations expand.

ID-03-70 TRI-COUNTY INDUSTRIAL EMPLOYMENT FRINGE BENEFIT STUDY—Lenoir, Jones, Greene Counties

Problem: In order to effectively plan for the economic development of three rural agricultural counties in Eastern North Carolina, factual employment information was needed. The intent of this study was to provide an inventory of current employment. The study was requested by a Chamber of Commerce.

Work Performed: A report was prepared and printed, entitled "A Study of Employment Trends and Fringe Benefit Practices of Selected Firms in Lenoir, Greene, and Jones Counties, North Carolina." Copies were made available to interested agencies, firms, and individuals.

Result: The information generated by this study establishes a basis upon which commercial, industrial, and service firms may plan future expansions and accompanying recruitment efforts. It also provided a basis for planning the curricula for technical and industrial education programs. Improvement of wage structures, fringe benefits, employment opportunities, the procurement of new industries, and the expansion of existing industries will be long-range results of this study. Two firms have expressed interest in possible plant location in the three-county area as a result of this study.

ID-04-70 CREATION OF AIRPORT DEVELOPMENT CORPORATION--
Carteret County

Problem: The industrial commission of a coastal county requested the advice and assistance of the Institute in establishing an airport development commission, which would function as the agency for developing the land adjacent to an airport as an industrial park.

Work Performed: A meeting was held concerning the formation of the development commission. Along with representatives of this Institute, agencies represented included the Division of Commerce and Industry, N. C. Department of Conservation and Development, Chamber of Commerce officials, industrial commission members, and members of the airport commission. A rendering of an air-park, showing possible industrial uses, was completed in this office and was used to stimulate a greater interest in developing the industrial park.

Result: The airport development corporation has been formed and is serving as the agency to expedite the use of the industrial park adjacent to the airport.

ID-05-70 SUPERVISORY TRAINING PROGRAM--Pitt County

Problem: A supervisory training program for a new pharmaceutical company was designed to acquaint transferring northern production supervisors with southern production personnel. A second purpose of the program was to acquaint the new industrial neighbors with a different environment. This program was requested by company officials.

Work Performed: Plans for the four-day program were made by the Institute. Eighty new northern supervisors were housed, bused, and trained in a program which included acquainting them with southern workers; discussing southern workers' reaction to supervisory methods; their approach to business; introducing the northern supervisor to the new southern environment; and discussing new laws in a new state.

Result: This company has been in full production for a number of months, and the training provided by this program assisted in stabilizing the company's production during the transition period.

ID-06-70 INDUSTRIAL PARKS--Currituck County

Problem: The Institute was asked to assist, together with a representative of a power company, in the development of a planned industrial park consisting of 850 acres on a waterway, with access to barge transportation. This project was in a coastal county. Assistance was requested by private developers in completing a study of the project's feasibility, development planning, public facilities planning, and determination of property ownership upon which to base land options. The Institute was responsible for obtaining public facilities data, topographic maps, ownership plats, and related information.

Work Performed: All required information was assembled for the prospective developers. Preliminary feasibility was discussed by the Institute's industrial development specialist with other professional practitioners.

Result: This project was discontinued at the request of the developers when a site in the Norfolk, Virginia, metropolitan area was selected.

ID-07-70 NEW INDUSTRY PROSPECT--Wilson County

Problem: At the request of the industrial development commission of a city in an agricultural county, the Institute furnished information on the city and county to the management of a prospective industry for use in making a decision on the geographical location for a new manufacturing plant.

Work Performed: Statistical data on the city's and county's resources were supplied by the Institute's library. The Community Development Information brochure on the city, published some months earlier by the Institute, was updated.

Result: Results of this project cannot be determined, as the Institute's part was completed and no further information was furnished.

ID-08-70 WINE MANUFACTURER--Wilson County

Problem: An industrial development commission requested the Institute's assistance in developing a feasibility report designed to secure a wine manufacturing facility in a rural county.

Work Performed: Information on staff experience in grape crop and winery production, as well as market statistics, were supplied to the director of an industrial development commission, along with recommendations on developing a feasibility report.

Result: This industry has not been established at this time.

ID-09-70 TECHNICAL DATA FOR INDUSTRIAL PROSPECT--Pitt County

Problem: The Industrial Development Committee of the Chamber of Commerce of Greenville sought the Institute's assistance in securing a new industry.

Work Performed: Industrial development data was compiled on the area and submitted to the chairman of the Industrial Development Committee of the Chamber of Commerce.

Result: Because of economic conditions, this industry did not locate.

ID-10-70 LOCAL DEVELOPMENT CORPORATION FORMATION--Wilson County

Problem: The Institute was requested by Lucama to aid its efforts in economic development. The organization of a local development corporation was suggested as a means of fostering economic growth in the community and surrounding area.

Work Performed: A conference was held with local leaders to furnish information on steps to be taken to organize a local development corporation.

Result: The local development corporation was organized, and work is going forward in preparing the community for industrial development.

ID-11-70 INDUSTRIAL SITE DATA, PETRO-CHEMICAL PROSPECT--Hertford County

Problem: An electric and power company requested certain information on an industrial site in a rural, northeastern county for a petro-chemical prospect.

Work Performed: All data on the available site, including copies of options, were provided to the power company.

Result: The down-turn in economic conditions nationally prevented this company from expanding as planned. Had the plant been located, approximately 200 jobs would have been created.

ID-12-70 INDUSTRIAL COMMITTEE PROGRAM DEVELOPMENT--Pitt County

Problem: The Coastal Plains Development Association, Inc., was designed to create voluntary committees of local leaders which would develop programs to assist in the progress of a six-county region in Eastern North Carolina. Each county in the association organized an industry committee. These committees were created to implement projects, including the upgrading of labor and management through education, improving utilization of technical institutes and community colleges, investigating the possibility of a regional industrial fair, structuring local industrial councils, promoting regional cooperation for industrial development, encouraging personnel of Chambers of Commerce and local industrial commissions to become involved in local affairs, and attracting new industries to the region through cooperative programs.

Work Performed: The members of an industry committee of an urban county met with other committees in the county to issue progress reports and discuss future actions. A staff member of the Institute provided technical assistance to the committee.

Result: The county's industrial committee, with technical assistance from a staff member of the Institute, is continuing to cooperate with other industrial and economic development organizations in the total economic development program in the county.

ID-13-70 INDUSTRIAL PROSPECT--Pitt County

Problem: Initiated by a Chamber of Commerce, this project involved the assistance of the Institute in conferring with a prospective industry in the analysis of the community as the location for a new manufacturing facility. The industrial prospect was identified as an appliance manufacturing facility.

Work Performed: The Director of the Institute, accompanied by the manager of the local Chamber of Commerce, met with representatives of the company and reviewed plant location requirements. Labor force, sites, utilities, transportation, public facilities, and related subjects were discussed. The information provided by the Institute was taken under advisement by the industry's representatives.

Result: The services performed by the Institute were designed to assist in attracting a new industry to the subregion, thereby creating additional employment opportunities. Particular emphasis was placed on this company because of its growth potential. Property has been purchased for this plant (30,000 square feet); however, construction has not yet begun.

ID-14-70 INDUSTRIAL DEVELOPMENT PROJECT--Bertie County

Problem: A manufacturer of synthetic furs, investigating for the possible location of a new plant in a rural county, required financial assistance. A county development commission requested the assistance of the Institute in determining sources of funds to enable the manufacturer to locate the plant in Eastern North Carolina.

Work Performed: The Institute held meetings with members of the county development commission and representatives of the prospective industry to determine needs of

the company. The amount of funding required for the establishment of the plant was \$695,000. It was determined that a participating loan involving the Economic Development Administration, the community, and a local bank offered the most promising opportunity of obtaining the required funds. Work was also accomplished by the Institute in connection with obtaining a site for the proposed plant, and assuring the provision of adequate public facilities and services.

Result: Through the efforts of the county development commission, an EDA loan was approved and other financial arrangements were made to enable this plant to locate. Construction has not yet begun. One hundred new jobs will be created.

ID-15-70 INDUSTRY PROSPECTUS--Pitt County

Problem: In response to a request from a fiber industries company interested in locating in Eastern North Carolina, the Institute prepared a prospectus for two industrial sites in an urban county. Other proposals and sites in North Carolina and the Southeast were under consideration. Later in the contract year, the county was notified that it was one of the top six on a list for location of the plant. Therefore, the Institute was requested to supply more information.

Work Performed: After determining from the prospectus prepared by the Institute that the Eastern North Carolina county under consideration was high on the list for location, the company requested more detailed information on fuels available. The Institute made an in-depth study of the fuel situation in Eastern North Carolina, and indeed, in the whole country. At that time, it was apparent that the requirements of the fiber industry could not be met at all in this location. Neither coal, oil, nor natural gas were available in large quantities, nor would they be for approximately three years because of the nationwide fuel shortage. Information on another area of Eastern North Carolina, where some natural gas was available, was furnished by the company.

Result: Because of the fuel shortage, officials of the company notified the Institute that they were not interested in looking further in Eastern North Carolina. This company, with its planned investment of approximately \$100,000,000 and employment of approximately 1,100 persons, would have made a large impact on the economy of a wide area of Eastern North Carolina.

ID-16-70 WATER AND SEWER EXTENSION TO AN INDUSTRIAL SITE--Bertie County

Problem: A town's development corporation, in response to interest shown by a prospective textile company, sought the assistance of the Institute in making application for the Economic Development Administration for a grant to extend water service to the company's optioned site.

Work Performed: Guidance was given to the town development corporation in selecting and obtaining an option on an industrial site meeting requirements of a prospective industry. Also, the Institute rendered assistance in submitting documents for an Economic Development Administration grant for the extension of utilities to the site. When it was learned that a loan from the Farmers Home Administration was also necessary to obtain money for this project, the Institute assisted with this. However, FHA approval was contingent upon the town's participating in a joint application with an adjacent community. The town decided against this course.

Result: This project was discontinued when the town refused to submit a joint application with another community to FHA for a loan to extend water and sewer lines. The prospective textile industry went elsewhere for a site. Needed water and sewer extension will not be forthcoming for the town.

ID-17-70 INDUSTRIAL PROSPECT--STEEL WIRE--Pitt County

Problem: The Institute was requested by a local bank in an urban county to locate a site and prepare a brochure for the location of a steel wire plant in a certain town. All other towns in North Carolina had been eliminated.

Work Performed: Sites of twenty and twenty-four acres have been optioned by a local development corporation. Utilities in amounts required were committed. A brochure was prepared. All information was delivered to the bank for transmission to the industry.

Result: No further word has been heard from the prospect. Because options have lapsed, the project has been discontinued. If the steel wire fabrication plant had located, a potential of 180 persons would have been employed.

ID-18-70 DEVELOPMENT CORPORATION PROGRAM DEVELOPMENT--Beaufort County

Problem: Local leaders of a tidewater county requested assistance from the Institute in organizing a local development corporation. The purpose of the corporation is to produce specific ways and means of promoting the area as a location for new industrial and commercial enterprises, thus stabilizing the local economy.

Work Performed: A development specialist from the Institute provided advice and assistance to prospective members of a local development corporation as it was being organized. Assistance was also rendered in completing an area-wide labor survey.

Result: The development corporation was formed and is actively working to attract new industrial and commercial enterprises to the area.

ID-19-70 STEEL FABRICATION AND MACHINE SHOP--Craven County

Problem: A local development corporation requested that the Institute supply certain statistical data for a steel fabricating plant which was considering a site in a tide-water county of North Carolina.

Work Performed: The Institute not only supplied statistical data to the local development corporation for the use of the principals of the company desiring to locate; it also rendered assistance in securing an appropriate site for the plant. Conferences were arranged between the company management and the North Carolina Division of Community Colleges to discuss the company's training requirements.

Result: The fall in the market for its product forced this company to abandon plans to expand. Had the plant located, fifty jobs would have been created in an area where civilian employment at a near-by military base is threatened by cut-backs.

ID-20-70 INDUSTRIAL SITES TOUR--Carteret County

Problem: The Institute supplied site information, as requested by a woodworking manufacturing industry which was planning for the expansion of its facilities in a coastal county.

Work Performed: A staff member of the Institute cooperated with a regional development corporation and a Chamber of Commerce in showing representatives of the industry available sites in Subregion Four.

Result: Due to economic conditions the company has presently dropped its plans for an initial investment of \$500,000 in the coastal region. Employment for this facility had been projected at 150 male workers.

ID-21-70 COOPERATIVE AREA MANPOWER PLANNING SYSTEM--Subregion 3 & 4

Problem: A manpower planning system has been needed to encourage a coordinated approach at the local level for meeting the manpower needs of individual communities and to link local planning agencies so that more effective use can be made of manpower development resources.

Work Performed: Through CAMPS a regional manpower planning committee was organized in Region P, (See Appendix I), with an Institute staff member named to the executive committee.

Result: The organization is continuing its efforts in the manpower field; however, the Institute is no longer involved in this project.

ID-22-70 INDUSTRIAL SITE STUDY--Regional

Problem: An industrial site study was requested by a North Carolina state agency, in behalf of a metalworking company. The company's requirements included 20 acres of land served by public facilities. Its proposed plant would employ 25 workers.

Work Performed: The Institute's industrial site data files were searched for all locations meeting the manufacturer's requirements. From available data, the Institute developed nine available sites. Information on each site was prepared in written form and forwarded to the requesting agency for presentation to representatives of the company.

Result: At this time, no action has been taken by the company.

ID-23-70 UNIDENTIFIED INDUSTRIAL PROSPECT--Regional

Problem: The Institute was contacted by a developer stating that an industrial prospect desired a location where 1,000,000 gallons per day of water and sewer is available with a work force capable of supplying 500 to 600 employees.

Work Performed: A review was made of labor availability figures in Eastern North Carolina. This information was compared with a study recently completed by this Institute on available water and sewer capacities of communities in the Institute's 32-county service area. Five locations were recommended, and the developer has forwarded these recommendations to the prospect.

Result: As of this date, this prospect has made no firm decision on whether to go on with building plans, in view of current economic conditions. When and if the plant locates, plans call for a work force of 500 to 600 people.

ID-24-70 ALUMINUM MOULDING FABRICATION PLANT--Pitt, Greene, Bertie Counties

Problem: A construction company requested the assistance of the Institute in writing a prospectus on four communities for a potential industry (an aluminum moulding fabrication plant). Requirements for each community were as follows: must be capable of participating in an S. B. A. loan for the purpose of construction of a 25,000 square foot

basic building, with the participating town providing ten per cent of the funding and a local bank providing 50 per cent of the funding (total cost, \$150,000).

Work Performed: The Director of the Institute reviewed the established economic development councils in Eastern North Carolina to determine which towns or communities were most qualified to participate in the proposed Small Business Administration loan application and recommended three towns in Subregion Three and one town in Subregion Four as possible participants. Representatives of each of these economic development councils were contacted. A request was made by the Institute that each town contacted make the financial arrangements for the construction of the basic building, according to the terms outlined by the construction company. The construction company was notified of the progress of each town.

Result: At this time the construction company has not "sold" this package to an aluminum manufacturer. Location of such a plant would create employment for 75 persons.

ID-25-70 DEVELOPMENT OF MANUFACTURING PROFILE--Pitt County

Problem: A financial syndicate organized by businessmen in a small town in an urban county requested the Institute's assistance in the preparation of a profile upon which a mobile home manufacturing plant could be established. The purpose was to develop sufficient market and manufacturing data to support investment by the syndicate and the application for a loan to supplement its initial investment. The proposed plant, although advanced for profit motives, would provide employment, expanded economic activity, and community growth.

Work Performed: Meetings were held with the executive director of the town's development council and representatives of the investment syndicate. This initial series of conferences was designed to acquaint participants with the basic financial requirements, marketing aspects, and manufacturing details to be developed by the profile. Information was collected regarding available industrial sites and plant construction costs. A visit was arranged at an established mobile home manufacturing plant to inspect facilities and observe manufacturing techniques. Research was begun into all phases of the proposed project, with the intent to document as accurately as possible all factors related to the proposal.

Result: As work progressed on this project, it was found that it was to the best interest of the community not to pursue the location of a mobile home manufacturing plant in the town. Because of depressed market conditions in the mobile home field in Eastern North Carolina, this project was not implemented.

ID-26-70 CHIP AND SAW OPERATION--Regional

Problem: A private consultant representing a timber products industry requested aid from the Institute in locating a site for a chip and saw mill and also a company or individual interested in investing \$500,000 in a new business venture. Large quantities of lumber scrap would be used in this operation.

Work Performed: The Institute furnished the prospect with the names of twelve individuals and two companies that would possibly be interested in this new venture. As this project could possibly qualify for an Economic Development Administration business loan, the Institute suggested that the company apply to EDA for assistance.

Result: As the consultant for the timber company was unable to find an individual or a company interested in this project and could not make other financial arrangements, the project was dropped and the timber company is continuing to ship pine wood to its existing plant.

ID-01-71 INDUSTRIAL DEVELOPMENT—Craven County

Problem: An existing automotive supply dealer in an urban county requested the assistance of the Institute to secure financing to expand his present business and begin re-manufacturing automobile engines

Work Performed: After a review of the automotive supply dealer's financial status, it was recommended that he not proceed at the present time.

Result: The dealer accepted the recommendations of the Institute, and will delay any expansion for approximately two years.

ID-02-71 INDUSTRIAL PARK DEVELOPMENT PLAN—Currituck County

Problem: The board of commissioners of a rural coastal county and the county planning board requested the assistance of the Institute in completing an industrial park development plan for an abandoned air strip

Work Performed: The report and plan of development is currently being drafted. The engineers have completed a layout of the area and this layout is being reviewed by the entire group

Result: The complete development plan is not scheduled for completion until early 1972.

ID-03-71 SOURCES OF INDUSTRIAL FUEL—Bertie County

Problem: The economic development commission of a rural county requested assistance from the Institute to locate a source of industrial fuel, other than natural gas, for an industrial prospect which was considering their community.

Work Performed: Several suppliers of black oil and LPG were contacted and rates were established from the source of supply to the community.

Result: The prospective industry has all of the available industrial fuel data; however, there has been no decision as to their actual location.

ID-04-71 INDUSTRIAL PARK DEVELOPMENT PLAN—Chowan County

Problem: A Chamber of Commerce from a tidewater rural county requested the assistance of the Institute to complete an industrial park development plan for abandoned airport property.

Work Performed: Statistical data has been collected and several basic ideas for development have been established.

Result: The complete development plan is not scheduled for completion until mid 1972.

ID-05-71 TOBACCO PROCESSING PLANT LOCATION--Pitt County

Problem: The owner of a tobacco processing plant requested assistance from the Institute to intervene in securing permission of highway officials in allowing drainage from a new plant site to cross a major highway. The owner indicated that unless this drainage problem could be solved, the new plant consisting of 500,000 square feet and employing 700 workers could not be constructed.

Work Performed: A representative of the Institute contacted the highway officials and received permission for the company plant drainage to be installed at the highway department's expense. While working on this project, it was also arranged for the local planning board and the town board to shift their highway construction priorities so that five laning a highway immediately in front of the new plant could be accomplished.

Result: The new plant is now under construction, and employment has been stabilized for 700 workers.

ID-06-71 PROPOSED CONTAINER WAREHOUSING-- Pitt County

Problem: A local chamber of commerce requested the Institute's assistance in locating a 20,000-25,000 square foot building to warehouse containers to be utilized by an industry.

Work Performed: A building of 7,000 square feet was located and arrangements were made with the owner to expand the building to 20,000 square feet.

Result: The prospect has notified the chamber of commerce that due to economic conditions, the project is being held in abeyance.

ID-07-71 ORGANIZATION OF A LOCAL DEVELOPMENT CORPORATION--
Bertie County

Problem: A county economic development commission requested assistance from the Institute to organize a local development corporation in a community.

Work Performed: A member of the Institute staff prepared a guide for the formation of a local development corporation and it was delivered to the community's attorney for consideration.

Result: The community organized a local development corporation and, as a result of this organization, a new industry has selected the community. The industry will employ 200 workers.

ID-08-71 INDUSTRIAL BROCHURE FOR A COUNTY-- Greene County

Problem: The county, after having a full-time industrial program in operation for more than three years, did not have an industrial development brochure satisfactory for submission to industrial clients. Therefore, they requested the assistance of the Institute to develop a satisfactory brochure.

Work Performed: Maps which are needed for the brochure are now being prepared, and basic community data is presently being gathered by a member of the Institute staff.

Result: It is anticipated that it will be early 1972 before the proposed brochure is ready to go to the press for publication.

ID-09-71 PROPOSED SHIPYARD-- Pamlico County

Problem: The officials of a local development corporation and a chamber of commerce requested the assistance of the Institute to determine whether or not it would be feasible to

open another shipyard in their area.

Work Performed: A member of the Institute staff met with local interests, the U. S. Navy, and the ferry division of the N. C. State Highway Commission to review the benefit of their views. A preliminary market analysis was conducted.

Result: As a result of the views presented by the above agencies and the preliminary market analysis, it was determined that there was not sufficient business in the area to support another shipyard.

ID-10-71 INDUSTRIAL DEVELOPMENT ORGANIZATION--Carteret County

Problem: A rural coastal county and the major city within the county did not have an industrial development organization or program in order to promote their area.

Work Performed: The Institute assisted the city and county officials to organize an industrial development group and determine a program of work. Also, an Institute staff member outlined to the group a basic job description for the prospective director.

Result: The city and county adopted the recommendations as submitted by the Institute. Further, from a list of possible directors for the new position, a director has now been employed on a full time basis.

ID-11-71 INDUSTRIAL SITES FOR AN UNIDENTIFIED INDUSTRY-- Halifax and Hertford Counties

Problem: A contractor requested the Institute's assistance in securing under option a 20-acre industrial site in four Eastern North Carolina communities. The prospective industry needed a large unused capacity for sewerage and also a large supply of electrical power.

Work Performed: Options were obtained on a 20-acre industrial site in each of the four communities which met the prospective industry's specifications.

Result: Due to the present economic conditions, the industry has made no decision to locate on either of the four industrial sites secured.

ID-12-71 INDUSTRIAL DEVELOPMENT--CHIP AND SAW OPERATION-- Regional

Problem: An existing paper manufacturer requested the Institute to locate several industrial sites on which to build a chip and saw operation.

Work Performed: Several acceptable sites were shown to the corporation.

Result: After the corporation had made on-the-ground inspection of several communities and the sites available, due to the existing economic conditions, they have delayed making any decisions until late 1972.

ID-13-71 DATA ON INDUSTRIAL SITES ADJACENT TO NAVIGABLE WATERWAYS--Regional

Problem: The area development department of an electrical power company desired available data on large industrial sites adjacent to navigable waterways in northeastern North Carolina.

Work Performed: Data for eight large sites (500 acres or more) were furnished as requested.

Result: The data has been given to an unidentified industrial engineering firm. There has been no report of action taken by the engineering firm at the close of the contract.

ID-14-71 PROPOSED LOCATION FOR A METALWORKING INDUSTRY--
Regional

Problem: The officials of an existing metalworking industry requested the assistance of the Institute in locating a site for an expansion. Their basic requirements consisted of a large source of electrical power and they had extreme effluent problems. Company officials indicated that they did not desire to work through regular state agencies.

Work Performed: A complete review of community information was undertaken and ten communities were recommended to the company. After review of the industry's requirements and studies of the communities, the prospect was shown three towns.

Result: The prospect is now choosing one town and plans to announce his decision in the near future. It is estimated that the plant will employ 70 male workers.

ID-15-71 MODULAR HOME MANUFACTURER--Nash County

Problem: The public relations department of a bank in a rural county requested information from the Institute concerning the need for housing in surrounding areas to justify the establishment of a modular home manufacturing plant.

Work Performed: This Institute supplied housing and population statistics, as requested.

Result: The manufacturing firm has been unable to complete financial negotiations. As a local mobile home builder is expanding into the modular home field, it appears doubtful that this new manufacturer will locate in the area.

ID-16-71 TECHNICAL DATA FOR ECONOMIC COUNCIL--Pitt County

Problem: The economic council of a town in an urban county requested the Institute's advice on its education program on how to secure a new industry.

Work Performed: The following technical data were furnished the director of the town's economic council: costs of various fuels; cost of transportation to the area; and types of financial assistance available, including latest interest rates.

Result: The impact cannot be determined at this time. However, the importance of having up-to-the-minute knowledge of data that is important to industrial prospects has been impressed upon members of the industrial council.

ID-17-71 MODULAR HOME MANUFACTURE--Regional

Problem: The franchise representatives of a modular home manufacturer requested that the Institute supply information concerning the need for housing in Eastern North Carolina. Also information on available industrial buildings and sites was requested.

Work Performed: Housing information was provided to the manufacturer's representative, and potential sites and available buildings were discussed with him.

Result: A merger of firms manufacturing modular homes, creating one of the nation's largest modular home industries, was under consideration along with plans to locate the plant in Eastern North Carolina. However, a down-turn in the economy has postponed any action on the proposed merger, and assistance by the Institute has been discontinued.

It was hoped that the location of a modular home industry in Eastern North Carolina would provide an early remedy for a serious housing shortage in the area.

ID-18-71 LOCATE FUNDS FOR WATER AND SEWER EXTENSIONS--
Perquimans County

Problem: The chairman of the county commissioners of a rural tidewater county requested the Institute's assistance in obtaining funds for the possible extension of water and sewer lines.

Work Performed: In order to be eligible for federal funding of this project, the county was designated by the Economic Development Administration after the submission of an overall economic development plan. The Institute assisted the Albemarle Area Development Association in the preparation of the OEDP.

Result: When the funding has been obtained, utility extensions will be completed to an industrial site in anticipation of the location of a proposed plant. Water and sewer extension will also create an adequate water surplus, in accordance with population projections for the town.

ID-19-71 WATER AND SEWERAGE DEVELOPMENT--Nash County

Problem: Industrial growth in a rural county which is highly industrialized has come to a standstill because water and sewerage facilities are over-extended and funds are not available for their extension. The chairman of the county industrial development commission requested that the Institute furnish information on securing funds for extending these needed facilities.

Work Performed: In cooperation with the industrial development commission, the Institute invited Economic Development Administration officials on the state and regional levels and county officials to a conference to explain the organization and functions of EDA as they pertain to a Council of Government and its functions.

Result: The Institute has offered its services to the county industrial development commission and Region L (See Appendix I)Council of Government committee in the preparation of an OEDP and a request for a city to be designated as a growth center. As soon as the county has received EDA designation, action will be taken in applying for grants and loans for the purpose of extending water and sewer facilities. The Institute will continue to work with others as this project progresses.

ID-20-71 SLEEPWARE FURNITURE PLANT--INDUSTRIAL SITES--
Northampton County

Problem: Officials of an OEO program requested that the Institute aid in developing information pertinent to the location of a plant manufacturing sleeping furniture.

Work Performed: The Institute developed site information, plant and manufacturing design, and financing plans. Information relative to industrial sites was presented in booklet form to the manufacturer.

Result: The Institute's assistance in site selection has been completed, and further negotiations with the manufacturer are being carried on by the county industrial development director. When this plant is located, it will employ approximately 300 people in a county particularly high in unemployment and underemployment.



COMMUNITY DEVELOPMENT





COMMUNITY DEVELOPMENT PROJECTS

CD-01-70 PUBLIC TRANSPORTATION SYSTEM--Wayne County

Problem: The chairman of a city transportation committee requested the Institute to supply advice and assistance in finding solutions to problems connected with planning for a public transportation system in the community, which is near a military base.

Work Performed: Development specialists from the Institute provided necessary statistics to the transportation committee of the city council so that the council could evaluate the feasibility of a public bus system.

Result: The city council determined that a public transportation system was unfeasible at this time.

CD-02-70 MUNICIPAL WATER SYSTEM PLANS--Carteret County

Problem: City officials of a coastal county requested advice of the Institute on how to secure financial assistance from federal agencies for the purpose of building a municipal water system.

Work Performed: Staff members of the Institute assisted in completing applications requesting loans and grants, engineering plans, and supporting documents for a municipal water system. This information was submitted to appropriate federal agencies for action.

Result: This application is currently under consideration by the Economic Development Administration. A new water system will provide the current population with improved sanitary conditions and fire protection, and stabilize and increase tourist trade, which has an effect on local employment.

CD-03-70 URBAN RENEWAL PROGRAM--Beaufort County

Problem: The Institute's assistance was sought to supply background information for planning an urban renewal program in a tidewater county.

Work Performed: Data on human, physical, and natural resources on city, county, and area levels were compiled for study prior to the development of a report on the feasibility of specific renewal projects in the city.

Result: The Institute's participation in this project was to supply certain statistics for planning and has been completed. The urban renewal program is under way.

CD-04-70 WATER AND SEWER SYSTEM EXPANSION--Pitt County

Problem: A small town in an urban county requested assistance in finding and making application for funds to supplement a grant by the Department of Housing and Urban Development for the extension of a water and sewer system. The basic grant had already been approved to provide funds for the extension of the town's water system to serve and expand facilities of a technical institute.

Work Performed: This Institute accepted the responsibility of exploring additional sources of funding through direct contact with both federal and state agencies, because county

funds were not available for the project. Coastal Plains Regional Commission expressed a desire to assist in supplemental funding, and the Institute prepared documentation for the formal application to that agency.

Result: Approval of the application has enabled the town to proceed with the planned extension of its water and sewer system to the technical institute. The new service has allowed the technical institute to place its expanded facilities in use for the training of residents for the new industrial, commercial, and service occupations.

CD-05-70 COMPREHENSIVE WATER AND SEWER STUDY--Tyrrell County

Problem: The Institute supplied information to an engineering firm developing a comprehensive water and sewer study for communities in a rural, underdeveloped county, which needs water and sewer facilities for economic growth

Work Performed: A report with comprehensive statistical data on the county and its communities was submitted to an engineering firm for incorporation in its comprehensive water and sewer study.

Result: The overall water and sewer plan has been completed by the engineering firm. Further action is presently under consideration by county officials.

CD-06-70 PRELIMINARY PLANNING FOR PARKING LOTS AND MINI PARK--Dare County

Problem: The Institute's assistance was requested to determine the best use for two parcels of town property and other adjacent vacant lands near the business district and water front in a coastal community.

Work Performed: On site inspections of the town property and other adjacent vacant water-front lands were made. Inasmuch as the internal traffic circulation and parking facilities near the water front and business district were not adequate, the Institute suggested that the two parcels of town property, located on opposite ends of the business district, be converted to parking lots for 45 vehicles. It was further advised that vacant property between the two suggested parking lots be secured for use by the town on a long term lease agreement, with this property being converted to a passive recreation area. Preliminary designs for the two parking lots and park were submitted to the town for further action.

Result: As soon as public works presently under construction are completed, town officials will take further action on this project. Improvements to the parking lots have been accomplished

CD-07-70 LOW INCOME HOUSING--Pitt County

Problem: The North Carolina Low Income Housing Corporation requested the assistance of the Institute in determining the location in Eastern North Carolina with the greatest need for four hundred homes. These homes would be constructed for qualifying low and medium income families. This program would be administered through the Federal Housing Administration

Work Performed: The Director of the Institute recommended that four counties be considered by the housing corporation as location for the housing development. After consideration by the housing corporation, an urban county in Subregion 3 was chosen for the project. The Institute assisted the county board of commissioners with the necessary resolution of acceptance and compliance.

Result: Arrangements were completed for a local developer to carry out this

project. Construction of four hundred homes for the low and medium income families of the county has begun.

CD-08-70 ESTABLISHMENT OF A NURSING HOME—Pitt County

Problem: Initiated by the economic council of a small town in an urban county, this project was undertaken to establish a privately owned nursing and convalescent home in the community, utilizing trust funds set aside for this purpose as a lending base. Assistance of this Institute was requested by the economic council.

Work Performed: The Director of the Institute assisted the economic council and the prospective owner-developer of the nursing home in the selection and optioning of a site. Advice and guidance were also given in the development of plans for the facility, based upon medical care research compiled by the Institute. Various sources of conventional financing were explored. The planning of and financial arrangements for the facility were finalized.

Result: The nursing home has been completed and is open for business. The facility provides health care services and nursing accommodations for residents of a town of approximately 4,000 people and the surrounding area. Twenty jobs have been created in the nursing profession, service work, and related fields.

CD-09-70 COMMUNITY BROCHURE—Pitt County

Problem: The economic council of a small town in an urban county requested that the Institute assist in designing and organizing a brochure.

Work Performed: A brochure was designed, organized, and composed for printing by members of the Institute staff.

Result: The brochure on community development is being used in extending community projects and for industrial expansion purposes.

CD-10-70 ECONOMIC DEVELOPMENT ADMINISTRATION APPLICATION; PROGRESS REPORT—Pitt County

Problem: A request was made to the Institute by a municipal government in an urban county to supply facts and figures indicating development efforts since the earlier filing of an application to EDA for a grant for utility expansion.

Work Performed: The updated facts and figures relative to the application were submitted to the municipality for transmittal to EDA.

Result: Subsequent to the updating of information relative to the previously submitted application, the city was approved for an Economic Development Administration grant in the amount of approximately \$1,500,000. A city bond issue for the extension of public utilities was passed. More than \$1,000,000 of the bond issue has been added to the \$1,500,000 EDA grant for water and sewer extension, and construction of these facilities is under way.

CD-11-70 HISTORICAL RESTORATION—Hertford County

Problem: The executive director of a town's historic commission requested the Institute's assistance in the preparation of a brochure that would be used as a promotional item to raise \$5,000,000 over a five-year period. The money raised would be used to restore historic residences and commercial establishments within an established and protected historic district.

Work Performed: A meeting was held with the executive director of the historic commission. The Institute aided in the cover design and arrangement of the brochure.

Result: An attractive brochure has been printed and distributed. When restored, the historic district maintenance will create various jobs for approximately 200 people.

CD-12-70 COMPREHENSIVE HEALTH PLANNING--Subregion 2

Problem: The Institute furnished technical assistance in organizing a health planning district to stimulate community discussion and identify health goals and needs.

Work Performed: The Institute worked with an area development association in securing a health planning staff for an area deficient in all forms of health care. The area development association has approved by-laws to establish a comprehensive health planning district under the area development district, as a part of the overall economic development plan.

Result: As the result of comprehensive health planning, a two-year school of nursing has been established at a community college in the area, and a health planner has been hired. The salary for the director of the school of nursing (who is also the health planner) is derived from grants from N. C. Comprehensive Health Planning and the N. C. Regional Medical Program, whose interest was initiated through technical assistance furnished by the Institute.

CD-13-70 COMMUNITY RETAIL DEVELOPMENT PROGRAM--Carteret County

Problem: The Institute cooperated with Chamber of Commerce officials in encouraging citizens of a coastal community to create an active retail development program, thus increasing the quantity and quality of products and services to local consumers and tourists during the summer holiday season

Work Performed: Officials of the county Chamber of Commerce and a development specialist from the Institute sponsored a public meeting of representatives from commerce, industry, finance, government, and the general public to discuss ideas for creating retail development programs within the county.

Result: The public meeting in which the Institute took part was one contributing factor in encouraging the successful retail development program in the area. One new shopping center has opened and another is under construction, furnishing employment to more than fifty people.

CD-14-70 COORDINATION OF HEALTH PLANNING IN EASTERN NORTH CAROLINA--Regional

Problem: The Institute was requested to furnish information and assist in organizing a health planning region.

Work Performed: The Institute furnished data and an Institute staff member has taken part in the organization of a planning committee to begin work on comprehensive health plans in which 20 counties included in multi-county planning Regions L, Q, and R (See Appendix I) are taking part.

Result: The work of these committees is going on at the present time. The full potential for economic development of Eastern North Carolina cannot be realized until the existing health conditions--physical, mental, and environmental--are drastically improved.

CD-16-70 SECONDARY VOCATIONAL EDUCATION PROJECT--Bertie County

Problem: The Institute was requested to assist a school system in a rural county seeking to improve its vocational education program in order to train high school students for industrial and service work.

Work Performed: A meeting was held with school administrators to discuss the present training curricula. It was discovered that most vocational training was at a level for average students. A recommendation was made to add assembly line training, semi-skill training, and some training for common laborers.

Result: Arrangements have been made for students to do in-plant assembly line training in industrial plants in the area. The training of future potential industrial employees will attract industry into the county, and by providing employment for the youth, will decrease out-migration.

CD-17-70 WHITE OAK WATER SYSTEM PROJECT--Carteret County

Problem: The North Carolina development specialist representing the Economic Development Administration requested assistance by the Institute in preparing an application for grant funds to enable a coastal town to establish a water system to an established industrial park. A new furniture plant planned to locate in the area if water was made available and if financing could be arranged.

Work Performed: Representatives of the Institute met with the North Carolina EDA representative and community leaders for a conference on plans for filing an application for grant funds.

Result: The project was discontinued because it was not eligible for EDA funding.

CD-01-71 RECREATION PARK DESIGN--Greene County

Problem: A community in a rural county requested assistance from the Institute to design a recreational park.

Work Performed: A staff member met with a representative from the Division of Recreation, North Carolina Department of Local Affairs, to discuss proposed preliminary plans for the community and methods of financing the project. The preliminary plans for the park were completed and submitted to the community for their consideration.

Result: The community approved the preliminary plans as submitted and they are presently making application for a partial grant to complete the project.

CD-02-71 LONG RANGE ECONOMIC DEVELOPMENT PLAN--Pitt County

Problem: A Chamber of Commerce of the largest city in an urban county, realizing that there was a lack of direction in the community's growth, decided to undertake a ten year overall economic development plan to establish priorities and to seek better communications among local agencies in order to stop the community from developing into a "mill town". The Chamber of Commerce requested the Institute to assist in the preparation of the plan.

Work Performed: An Institute staff member met on two occasions with chamber officials and agreed to aid in the preparation of the plan. The chamber president is in the process of appointing appropriate committees to work with the Institute

Result: This project is scheduled for beginning during late 1971.

CD-03-71 BAND DIRECTOR--Pitt County

Problem: After a high school band director resigned during midterm, the high school officials requested assistance from the Institute to locate a replacement.

Work Performed: Several conferences were held with the director of a university marching band and other university music officials in an attempt to secure a qualified director.

Result: A director was employed to complete the school year and has since signed a contract for the school term commencing September 1971, providing employment for one person

CD-04-71 WATER AND SEWER--Pitt County

Problem: The manager of a town in an urban county requested the Institute's assistance in the establishment of a water and sewer authority that would be set up to serve the three most southern towns in the county. These towns now each need to either upgrade or expand their present facilities. Individually, the towns are unable to finance these needed improvements.

Work Performed: A meeting of representatives of the three towns involved and the county was held. The engineering firm retained to establish a plan for water and sewer expansion explained the regional concept. Legal authority to establish various organizational arrangements to carry the project has been explained.

Result: It was decided that a water and sewer authority would be the best solution to each of the community's water and sewer problems. Plans are progressing; however, it will be mid-1972 before any plans may be implemented. Only if this authority is organized and funded can two of these communities accept any new industry.

CD-05-71 COMMUNITY WATER AND SEWER--Dare County

Problem: Two coastal communities requested assistance from the Institute to organize a sanitary water and sewer district.

Work Performed: A water study group was established with membership from each community. Several conferences have been held with representatives of the health department, and the group has selected an engineer for the project.

Result: The study group will be prepared to submit their recommendations for the formation of a sanitary water and sewer district to the Board of County Commissioners for their action during early Fall, 1971.

CD-06-71 COUNTY DEVELOPMENT BROCHURE--Hertford County

Problem: A director of industrial development of a rural county requested the

Institute to design a cover for a brochure the county was preparing for distribution to prospective commercial and industrial clients.

Work Performed: As requested, the design was prepared and presented to the county director for his consideration.

Result: The brochure has been printed and distributed.

CD-07-71 COMMUNITY WATER PROJECT--Tyrrell County

Problem: An area planning and development commission requested the Institute's service of technical assistance in the filing of an application with EDA and FHA for grants and loans for the construction of a water system to serve an incorporated area and its surrounding developed area.

Work Performed: A water corporation has been formed and officers elected. Prospective customers number 80 It was recommended that efforts be made to secure an FHA loan and grant.

Result: An area development association has been formed, and this organization is assuming responsibility for the project.

CD-08-71 IMPROVEMENT OF A HARBOR--Dare County

Problem: The North Carolina Department of Water and Air Resources requested assistance from the Institute on improvement of harbor facilities for a coastal community.

Work Performed: A preliminary sketch indicating changes in channels and improvement of existing channels was prepared and presented to the community for their consideration.

Result: The community approved the preliminary sketches, and the North Carolina Department of Water and Air Resources has allocated funds for completion of the project. The community will pay approximately \$5,200 and the State of North Carolina will pay approximately \$25,000 for this project. The entire project is out for bids and construction should be under way by late 1972.

CD-09-71 CONSUMER SURVEY--Halifax County

Problem: A community requested assistance from the Institute to determine possible needs for upgrading and expanding retail sales in their community. The specific request to the Institute was to assist in the tabulation of a survey and an analysis of the results.

Work Performed: Sample survey material was furnished to members of the community and the procedures for conducting, tabulating, and analyzing the results were presented.

Result: The community has not proceeded with this project at this time.

CD-10-71 DEVELOPMENT OF A RESORT-RESIDENTIAL COMMUNITY--
Camden County

Problem: The director of an economic development organization requested assistance from the Institute to obtain dredging permits in order that a 2,800-acre resort-residential community in a rural county could be developed.

Work Performed: Several conferences were held with representatives of state government concerning the request for dredging permits for the property.

Result: Due to the fact that the corporation seeking the development was not willing to meet certain State regulations concerning dredging, the permits were not issued and the project was dropped.

CD-11-71 ASSISTANCE IN SECURING A DOCTOR FOR A COMMUNITY--
Greene County

Problem: The economic development director for a rural county requested the assistance of the Institute in locating a doctor for a community within the county.

Work Performed: It was recommended that an attractive brochure be prepared and distributed to military installations as well as medical schools. The brochure would contain pertinent data as to medical service demand, livability, etc. Methodology was developed for the director for preparation of the brochure.

Result: Due to the costs involved, the director determined that the county would not continue the project.

CD-12-71 COMPREHENSIVE HEALTH PLANNING--Pitt County

Problem: The board of commissioners of an urban county requested assistance of the Institute in organizing a comprehensive health plan and in selecting a professional health planner to carry out the work.

Work Performed: After consultation with county officials, North Carolina Regional Medical Program, Comprehensive Health Planning, and the Mid-east Economic Development District, it was agreed that the Mid-east Economic Development District would undertake the study necessary to organize a health planning program.

Result: Although this project has been funded and personnel hired by the Mid-east Economic Development District to carry out the plans, no further action has been reported to this Institute or to the county.

CD-13-71 COMMUNITY DEVELOPMENT PLAN--Carteret County

Problem: A community development corporation in a coastal county requested that the Institute assist in preliminary planning for the community's proper development--commercial, business, tourist, and cultural.

Work Performed: A development specialist of the Institute visited the community on two occasions to obtain maps and discuss the problem with business leaders--generally to obtain background data for the project.

Result: Concrete planning on this project is just getting under way. It is not possible to determine the impact of this program at this time.

CD-14-71 CENSUS—Regional

Problem: Shortly after first results of the 1970 Census of Population were made available, several communities contacted the Institute requesting information and methodology on possible recounts of the population, which appeared to be too low.

Work Performed: The Institute contacted the Bureau of the Census in Charlotte and transmitted information on "Were You Counted" forms to the communities who requested assistance. The Institute worked directly with three communities in making plans for recounting persons.

Result: This was of importance to the communities concerned because much federal and state aid is based upon population. None of the towns showed an increase.

CD-15-71 ECONOMIC STUDY—Tyrrell County

Problem: At the request of local officials, the Institute undertook a comprehensive economic study of a rural tidewater county. The county has the smallest population in the state, dropped 15.8% in population since the 1960 Census, ranks 99th in per capita income, and first in per capita expenditures for public assistance.

Work Performed: In order to assist this county out of the economic depression into which it has fallen, the Institute called upon 24 state agencies to bring their expertise to bear on the county's problems. Before a planned visit to the area by the 24 state agencies involved, the Institute collected and distributed to each agency 175 pages of pertinent statistics on the county. After a meeting in the area in the spring of 1971, each agency made a report of its findings with recommendations for action. These reports were in turn published by the Institute. With encouragement and assistance from the Institute, county and town officials have made plans, established priorities, and are carrying out projects recommended. Each state agency is cooperating in this project to the fullest extent.

Result: Local citizens are now convinced that they can improve their own economic condition through their own interest, work, and cooperation with state agencies. Publicity given this project has aroused the interest of many sectors of the state in the area's natural resources. Following the completion of two marinas, the number of visiting fishermen has doubled over the past year. A new mobile home court is under construction in a waterfront area. Six industrial sites have been located in the county by the industrial development department of an area power company, and the resulting study will be presented to the county commission in September, with the U. S. Congressman for the district as guest speaker. A downtown improvement committee has been formed by local businessmen, with first priority the improvement and beautification of the entrance to the only town along the main highway in the county.

CD-16-71 LOCATE HOME BUILDERS—Hertford County

Problem: There is a great need for housing in a rural county. The Institute was asked by the director of the county industrial development commission to furnish names of home builders who might be interested in expanding their construction interests into the county.

Work Performed: Home builders have been contacted and asked to call the director of the county industrial development commission.

Result: Some builders visited the area; however, suitable land for development has been difficult to obtain. Negotiations are under way at the present time to secure a large tract suitable for a housing development.

CD-17-71 FINANCIAL ASSISTANCE TO LOCATE PHYSICIAN—Perquimans County

Problem: A rural tidewater county is without a physician. The chairman of the board of county commissioners requested the Institute to find sources of funds for medical equipment and supplies to encourage a physician to locate in the county.

Work Performed: The Institute worked with county commissioners in an advisory capacity in planning steps to follow in obtaining the necessary funds and in determining the propriety of actions taken to entice physicians into the area.

Result: County authorities have guaranteed \$17,000 for medical equipment. Final arrangements have been completed, and a doctor will move to the county in August, 1971.

CD-18-71 OBTAINING PHYSICIANS—Regional

Problem: Most areas of Eastern North Carolina are under the national physician/patient ratio. The Dean of the School of Allied Health Professions at East Carolina University asked the Institute to locate a town which needed a physician that would place a banner across the street advertising that fact within 48 hours. A colored picture was needed for the cover of a medical magazine with national distribution. It was hoped that such wide coverage would emphasize the plight of Eastern North Carolina and attract physicians to the region.

Work Performed: A banner reading "WE NEED A DOCTOR" was hung across the main street in a small town in a rural tidewater county to attract attention to the medical needs of the county and the region. The World Health News, with a circulation of 100,000, carried a cover picture of the banner on its June issue.

Result: Inquiries have been made by physicians, and the names of these have been forwarded to communities searching for medical care.

CD-19-71 RIVER PROJECT—Martin County

Problem: The director of an economic development commission of a rural county requested the Institute's assistance in the planning and acquisition of additional funds for a recreational complex, partially constructed, located adjacent to a river.

Work Performed: A representative of the Institute, in cooperation with the director of the county economic development commission, is presently engaged in processing an application to the Bureau of Outdoor Recreation for funds to complete the project.

Result: This project is being held in abeyance until funding can be obtained.

CD-20-71 BUSINESS DISTRICT REVITALIZATION—Pitt County

Problem: The director of a local economic council in a small town in an urban county requested the Institute's assistance in a program of revitalization for the town business district.

Work Performed: An artist's rendering, showing the town as it would look if storefronts were more colorfully finished, was completed for presentation to store owners.

Result: One store front has been repainted a brighter color. Otherwise, no action has been taken.

CD-21-71 COUNTY SUBDIVISION REGULATIONS--Perquimans County

Problem: The chairman of a board of commissioners of a rural tidewater county requested the Institute's assistance in developing subdivision regulations that would enhance the county's growth by the best use of natural resources.

Work Performed: Using examples of subdivision regulations from other counties with similar problems, the Institute presented a sample subdivision regulation to county officials.

Result: County commissioners will act on this matter in the near future.

CD-22-71 TECHNICAL ASSISTANCE TO AREA DEVELOPMENT ASSOCIATION--
Regional

Problem: The director of an anti-poverty agency requested the Institute to assist and advise a new employee charged with special responsibilities in improving the per capita income of citizens of a rural area, especially those of the minority race.

Work Performed: The Institute, in consultation with the anti-poverty agency, determined that the general image of the area needs to be improved. During a trip to Washington, D. C., representatives of the Institute and the local agency conferred with officials of the U. S. Chamber of Commerce, who agreed to undertake an in-depth study of the area.

Result: The Chamber of Commerce study will commence within the next two months and will assure nationwide publicity for the area, inviting businessmen to consider the resources of the region in plans for expansion.



SPECIAL STUDIES



SPECIAL STUDIES

SP-01-70 MARKET SURVEY AND ANALYSIS--Northampton County

Problem: The Institute was requested by a non-profit corporation to conduct a market survey and analysis of the Lake Gaston area to determine the feasibility of a successful motel-restaurant complex in this tourist oriented area.

Work Performed: A group of local persons interested in the development of Lake Gaston tourist attractions incorporated as a non-profit organization. Calling upon assistance from the area electric and power company, a survey was made of existing tourist and residential markets. The Institute completed and published a study of the development potential for a motel-restaurant adjacent to Lake Gaston

Result: No action to construct a motel facility has been taken by the corporation requesting the study. However, a motel-restaurant was constructed in nearby Virginia, using information gained from the Institute publication as the impetus for the project.

SP-02-70 DISTRIBUTION LOCATION PAMPHLET--Halifax County

Problem: The Institute was requested by a county development commission to aid in the design of a distribution site pamphlet. The purpose of the mailing piece was to motivate potential investors to select a certain city in a rural county as a plant site for commodity distribution facilities.

Work Performed: Using basic marketing data and maps from an earlier publication of the Institute, a staff member designed the proposed mailing pamphlet. Five thousand copies were furnished the director of a county development commission.

Result: Although interest has been shown by several companies, national in scope, no distribution facility has located in the area at this time.

SP-03-70 REGIONAL REHABILITATION CENTER LOCATION BROCHURE--Regional

Problem: The Institute was involved in the preparation of a justification prospectus for the site of a comprehensive vocational rehabilitation center for Eastern North Carolina. As a result of the Institute's knowledge of each of the various communities in the region, it was determined that a certain city was the most compatible with regard to support-services and facilities.

Work Performed: Pertinent data concerning site justification was compiled. A brochure format and cover design were prepared and furnished to a commercial printer, who published a booklet for the information of the site location committee.

Result: The city under consideration was approved by state and federal officials for the location of the regional rehabilitation center. State funding was assured by the recently adjourned N. C. General Assembly, and construction will be started in the near future. This regional center will serve citizens of Eastern North Carolina who have, in the past, had to go to the Piedmont or out of state, often at a cost too high for the individual. At least 100 people will be employed when this facility is completed.

SP-04-70 ELECTRIC MEMBERSHIP CORPORATION CONSUMER OPINION SURVEY--Bladen, Duplin, Pender, and Sampson Counties

Problem: The Institute was requested to assist and advise in the formulation of a questionnaire and in the development of the methodology required for the undertaking of a survey by an Electric Membership Corporation. The purpose was to determine the opinions and attitudes of the consumers in its service area.

Work Performed: The Institute, after assisting with the development of the questionnaire, further arranged for the tabulation and analysis of the returned questionnaires by the East Carolina University Computing Center.

Result: The Electric Membership Corporation has used the information procured from this survey to improve customer service, make more efficient corporation operations, and expand a public relations program.

SP-05-70 STUDY OF OVERLAND FREIGHT TRANSPORTATION—Regional

Problem: The Institute, with a consultant from the School of Business, East Carolina University, conducted a study to determine the extent, quality, and type of overland freight transport service available in Eastern North Carolina.

Work Performed: A thorough analysis of tariff schedules, franchises held by individual transport companies, movement of goods from points of origin to points of destination, and company operating practices were made in connection with this study. This information was published in a 235-page document.

Result: The project indicated the need for further improvement in overland freight service in Eastern North Carolina.

SP-06-70 JUSTIFICATION FOR THE CONTINUED OPERATION OF THE
DISMAL SWAMP CANAL—Regional

Problem: From time to time, the Corps of Engineers requires justification to continue to maintain the Great Dismal Swamp Canal for both commercial and pleasure traffic. This canal is part of the intracoastal waterway.

Work Performed: In cooperation with the N. C. Department of Water and Air Resources, the Institute is gathering data, such as the number of boats which use the canal, and also the amount of tonnage (present and future) that moves via the canal. This project will continue and all data will not be submitted to the Corps of Engineers until late 1971 or early 1972.

Result: Based upon preliminary data submitted to the Corps of Engineers, maintenance and operation of the canal will continue.

SP-07-70 REGIONAL WATER AND SEWER STUDY—Regional

Problem: The purpose of the study was to document public water and sanitary sewerage systems, facilities, and rates in Eastern North Carolina; to make a comparative analysis of these systems; and to present the findings in an understandable and readable text for municipal officials, industrialists, development practitioners, and others who may have an interest in the subject.

Work Performed: A graduate intern, under the supervision of the Institute, and with the cooperation of the Southern Regional Education Board, was in charge of the project. The work involved viewing computer printouts of data over a period of five years, conducting analyses, and forming conclusions concerning the findings. The information was documented, printed, and distributed to interested persons.

Result: This document has been of benefit to communities and towns by setting a guideline for more efficient utilization of public works funds. It has served as a sound basis for long-range public works projects, and has acquainted local authorities with the relative position of their system in comparison with communities of comparable size. Industrial site data has also been updated by using information in this volume.

SP-08-70 STATISTICAL ABSTRACT OF WILMINGTON, NORTH CAROLINA--
New Hanover County

Problem: The area planning committee of a metropolitan city-county Chamber of Commerce requested the compilation of statistical data related to all phases of economic growth and development. The purpose of the project was to provide trend indications to assist in community and area planning.

Work Performed: Staff members of the Institute compiled data for a period of five years on the city and its environs. Subject matter included: agriculture, climate, construction, education, employment, finances, government, industry, population, retail sales, services, taxation, tourism, transportation, and related areas. A final report consisting of 169 pages was published and furnished to the requesting group.

Result: The printed report has formed the basis for a Chamber of Commerce project and program plan designed to raise the economy for the area through the creation of new employment opportunities, new industrial and commercial ventures, and expansion of existing firms in the area.

SP-09-70 RECREATION FACILITIES DESIGN FOR AN EXISTING CAMP-GROUND--Pender County

Problem: The owner of a campground in a rural coastal county requested the Institute's assistance in drawing the design for a par-3 golf course and advice in generally upgrading recreation facilities of the campground.

Work Performed: A par-3 golf course was designed and staked out and other plans were made for improving other recreational facilities at the campground.

Result: The golf course is under construction. Three people will be employed for maintenance upon its completion.

SP-10-70 COUNTY ECONOMIC DEVELOPMENT PROGRAM--Pamlico County

Problem: The Institute was requested by the county planning board of a coastal county to assist in preparing an Overall Economic Development Program in order that the county might qualify for technical assistance from federal agencies.

Work Performed: The Overall Economic Development Program was completed and forwarded to appropriate county authorities for transmittal to necessary federal agencies.

Result: Compilation of the Overall Economic Development Program for the county has qualified the county for federal funding for such facilities as water systems, sewer systems, recreational facilities, new business, improved transportation systems, generating new jobs, and assisting in stabilizing existing employment.

SP-11-70 PROCEDURES REPORT FOR ESTABLISHING A LOCAL DEVELOPMENT CORPORATION--Craven County

Problem: This Institute was requested to furnish technical assistance to the office of a newly established economic development district commission in compiling and reporting on procedures used in establishing a local development corporation.

Work Performed: The report was compiled and submitted, as requested.

Result: This procedures report will serve as a guideline by which the office of the Economic Development District Commission will advise communities in establishing local development corporations for securing new industrial and commercial enterprises.

SP-12-70 PROCEDURES REPORT FOR WATER SYSTEM PROJECT--
Craven County

Problem: The Institute was requested to furnish technical assistance to the office of a newly created economic development district commission in the form of a complete report on procedures for submitting plans, applications for financial assistance, and supporting documents for a municipal water system.

Work Performed: The report was compiled, completed, and submitted to officials, as requested.

Result: With the aid of this report the economic development district commission office will be better able to assist municipalities to secure water systems.

SP-13-70 OFFICE COMPLEX—SITE LOCATION PROSPECTUS—Subregion 4

Problem: A nationally known manufacturing firm desired to locate a site for constructing a large administrative office complex. The Institute was requested to recommend such a location by analysis of the firm's requirements and knowledge of the region.

Work Performed: The analysis was made, data were gathered in support of the location; recommendations were made to the firm in brochure form.

Result: Economic conditions have delayed construction of this complex.

SP-14-70 STATE HISTORIC SITE, MASTER DEVELOPMENT PLAN—
TECHNICAL ASSISTANCE—Beaufort County

Problem: A well known state historic site has been in existence for a number of years. However, operating on very limited funds, the site has been able to develop its potential very little. Efforts recently were initiated to secure additional funds, and assistance was sought from the Institute in assisting with plans for the orderly development of the site.

Work Performed: After making field inspections and securing the necessary background data, an Institute development specialist developed a master plan showing what, how, and when the various aspects of the historic site should be developed. This plan, prepared in draft form, was submitted to officials of the restoration project and also to officials of the N. C. Department of Archives and History. The plan has been included in a statewide master plan for the development of state historic sites.

Result: Meanwhile, development is progressing at the historic site in Subregion 3. Volunteers interested in the site have initiated a fund-raising membership drive to finance projects presently under construction and those being considered. A new visitors center has been opened recently, another house has been moved to the restoration area and is being reconstructed, and extensive landscape work is under way. Action is being taken to secure federal grants for the development of this and other state historic sites.

SP-15-70 MARKET DATA REPORT FOR BANK--Pitt County

Problem: The marketing department of a large bank requested market data from a four-county area of Eastern North Carolina.

Work Performed: A comprehensive market data report on a four-county region was prepared and submitted to the banking institution.

Result: The banking institution has used the report in making investment decisions within the four-county area.

SP-16-70 ASSISTANCE TO MEMORIAL MUSEUM--Beaufort County

Problem: Several civic leaders in a rural tidewater county sought advice on promotion and financing of a local natural history museum, which had been a landmark in the community for years.

Work Performed: A tourist promotion program was outlined by staff members of the Institute. Also, at the request of local leaders, the Institute provided technical assistance, including cover design, in the printing of a cookbook, with recipes of regional origin, to be sold for the financial benefit of the museum.

Result: The cookbook has been published and is being sold. The unique cuisine of the area has aroused interest in the region in general and is serving as a successful promotional device for the museum.

SP-17-70 PREPARATION OF SUPPORTING DATA FOR APARTMENT PROJECT--Beaufort County

Problem: The Institute was requested by a prospective developer to provide data necessary to determine the need for multi-family housing in a city in a rural tidewater county.

Work Performed: Work of the Institute involved the documentation of housing requirements and supporting economic data, as required by the mortgage loan department of a bank.

Result: Construction of the apartment project is awaiting adequate financing.

SP-18-70 MARKET DATA FOR PROPOSED DEPARTMENT STORE--Bertie County

Problem: Requested by a county development commission and a Chamber of Commerce from a rural county, the Institute assisted in plans to secure a department store facility.

Work Performed: Brochures depicting market data in the area designed to encourage department store officials to consider the community as a site for a new facility were furnished to local officials for future implementation.

Result: No definite plans for building this facility have been made.

SP-19-70 MARKET DATA FOR FINANCIAL INSTITUTION—Nash County

Problem: Officials of a bank in a rural county requested assistance in formulating a financial development program.

Work Performed: Community and market data on the area surrounding the city in which the bank is located were secured and furnished a bank official.

Result: Concrete results of this kind of project cannot be determined.

SP-20-70 LEISURE INDUSTRY DEVELOPMENT IN EASTERN NORTH CAROLINA—Regional

Problem: The Institute was requested to assist in creating plans to upgrade existing campgrounds in Eastern North Carolina and render advice to interested parties in the development of new campground facilities. It was determined that this might best be done by organizing a campground owners association.

Work Performed: Campground owners in Eastern North Carolina were approached and questioned about facilities offered in their camping area, problems faced in their operations, and their feelings about establishing an organization. State officials were contacted for advice on campground management. Data were collected for a campground directory for Eastern North Carolina.

Result: In February 1970, the Eastern North Carolina Campground Owners Association was formed. This association has since become a statewide organization. A directory was planned and published. State highway officials were contacted and arrangements made to add the word "CAMPING" to service signs on Interstate highways. Additional camping spaces have been added throughout the eastern area of the state, and increased revenue has been realized from upgrading existing facilities.

SP-21-70 PRELIMINARY SUBDIVISION DESIGN—Pitt County

Problem: An owner-developer requested the Institute's assistance in the preliminary design of a residential subdivision adjacent to a golf course.

Work Performed: After conducting an inspection and receiving aerial photographs and plats of the property to be subdivided, members of the Institute staff designed a preliminary subdivision design to be used as a guide for engineering purposes.

Result: Five houses have been built in the subdivision and are occupied. Plans for further development are going forward.

SP-22-70 URBAN TRANSIT SYSTEM STUDY—Pitt County

Problem: A public transit system is needed in a university city in an urban county. Two black entrepreneurs, who desired to establish such a transit system, requested Institute assistance in preparing a study format, determining costs and sources of funding, and assisting in negotiations with municipal officials.

Work Performed: The Institute conducted the basic research necessary to begin this project. It was determined that an in-depth study by private transportation consultants would be required to establish the extent of demand for bus service, plans for bus routes, development schedules, cost of operation, and franchise responsibilities.

Result: A franchise was granted by the local government to the prospective operators; however, before the consultants study could get under way, a major financial participant withdrew his support

SP-23-70 RESORT PARK--Carteret County

Problem: A resident of another state who owns land in a North Carolina coastal county requested the Institute's assistance in the design of a travel-trailer and resort park.

Work Performed: An on-site inspection of the site was conducted, and county zoning and health ordinances were reviewed

Result: An inspection indicated that the property was not suitable for a camp-ground resort site. The owners have dropped the project.

SP-24-70 LAND DEVELOPMENT PLAN--Pender County

Problem: An official of a trading stamp corporation requested the Institute's help in developing a fifty-acre tract of land in a rural coastal county. The official stated that his company was interested in an activity that would create jobs in an economically depressed county.

Work Performed: A preliminary investigation of the company was made. However, no further information on the site requirements of the company was furnished to the Institute.

Result: This has been dropped as an active project.

SP-25-70 FUNDING OF A PLANETARIUM--Regional

Problem: The Institute was requested to furnish procedural assistance in efforts to raise funds to supplement a monetary gift to East Carolina University for the construction of a planetarium.

Work Performed: The Institute, working with the University Foundation, has formulated plans for conducting an intensive campaign to raise \$200,000 for the planetarium. A gift of \$100,000 has been pledged to this project.

Result: The fund-raising campaign is scheduled to begin in the immediate future. Six jobs will be created when the planetarium is in operation. The planetarium will serve as an expansion of education facilities for the area.

SP-26-70 EXPANSION OF A FURNITURE INDUSTRY--Regional

Problem: The Institute conducted a study to document information on desirable

locations for potential furniture manufacturing in Eastern North Carolina. This is an effort to bring the manufacturer to the raw materials.

Work Performed: This study included an analysis of raw materials available, labor, industrial sites, supporting furniture manufacture, etc. to determine which communities in Eastern North Carolina could best serve as furniture manufacturing centers.

Result: Information derived from this study is presently being used in attempting to locate a furniture manufacturer in a rural county of northeastern North Carolina. Project ID-20-71 of this report documents this attempt.

SP-27-70 PILOT MINORITY ENTREPRENEURSHIP PROGRAM--Regional

Problem: The mayor of an Eastern North Carolina city outside the Institute's service area and a trade organization, requested the cooperation of the Institute in exploring means of establishing an organizational structure to provide management and financial guidance to minority businessmen.

Work Performed: The Institute requested and was granted permission from the Economic Development Administration to use \$3,000 from the Institute's EDA funds for the purpose of employing a consultant to establish local committees to encourage and render assistance to black entrepreneurs.

Result: A consultant (a black man) for the Minority Entrepreneurship program was hired and completed the planning phase of the project. Advisory committees of business leaders have been appointed; the city and sponsoring groups have approved the program. Committees will begin functioning within the next thirty days.

SP-28-70 ENGINEERING FEASIBILITY--ALL-WEATHER FISHING PIER--
Regional

Problem: From observation, the Institute determined that many coastal tourist enterprises provide only part-time income and employment due to the restriction of harsh weather. The idea of an all-weather fishing pier came about as a possible answer to extending the season for at least one segment of the tourist trade.

Work Performed: A work-study student employee of the Institute produced an artist's rendering of an all-weather fishing pier, which was submitted to the engineering division of a plywood corporation for a feasibility study of its strength and cost.

Result: Several prospects have shown an interest in constructing an all-weather fishing pier; however, the State of North Carolina has adopted a policy that no more permits will be issued for the construction of fishing piers on the coast.

SP-29-70 RECREATION COMPLEX--Hyde County

Problem: Officials of a timber company with large holdings in a rural tidewater county requested advice from the Institute on providing a recreational program that would serve as a tourist attraction in an economically deprived area without any form of organized recreation.

Work Performed: An on-site inspection of the area was conducted by Institute personnel.

Result: Before the Institute could complete its preliminary study of the problem involved, a large, private consulting firm received an Economic Development Administration grant for an overall land use study of the area.

SP-30-70 UPGRADING EXISTING CAMPGROUND--Carteret County

Problem: The owner of a campground in a coastal county requested the Institute's assistance in upgrading and expanding his facility.

Work Performed: The property was visited and studies were made to determine the best procedure for redesigning the campground. Plans were made to add a marina as an added attraction. A preliminary design was drawn, with an initial recommendation for the acquisition of additional land.

Result: The owner requested that the Institute discontinue work on this project.

SP-31-70 MARKETING OPPORTUNITIES--Halifax County

Problem: Officials of a local development commission from a rural county requested the Institute's assistance in preparing a merchandising and marketing prospectus for a region including a 100-mile radius of the county.

Work Performed: Marketing data in the following categories were collected and presented in final form to commission officials: human, income, sales, employer, housing and household, financial, educational, and general.

Result: The impact of this project cannot be determined.

SP-01-71 TEST MARKET FOR NORTH CAROLINA AZALEAS--Regional

Problem: A Washington, D. C., businessman requested assistance from the Institute to determine the feasibility of transporting and marketing azaleas in the Washington, D. C. - Maryland area.

Work Performed: Nurseries stocking azaleas and transportation companies were contacted and prices were obtained.

Result: It was determined by the individual requesting the data that because of interstate restrictions on transporting this product, the project would not be feasible.

SP-02-71 TRAVEL PROMOTION ANALYSIS--Regional

Problem: The Travel and Promotion Division of the N. C. Department of Conservation and Development requested the Institute to aid in preparing a questionnaire and making arrangements for the University Computer Center to tabulate and analyze a survey to be conducted by the State in determining the effectiveness of the State's advertising program.

Work Performed: The State was notified that under no condition could this Institute undertake a survey of more than ten people. However, as has been permitted under the EDA contract, we could aid in the preparation of the questionnaire and in analyzing the results. It was agreed that the State would conduct the survey with the Institute acting in an advisory capacity only. The State decided to move forward with this project and prepared the questionnaire and the methodology of distribution, and the Institute submitted estimated cost figures.

Result: Because the estimated cost of \$10,000 was in excess of remaining State allocations, it was decided to drop this project.

SP-03-71 OVERALL ECONOMIC DEVELOPMENT PLAN--Perquimans County

Problem: The director of a county industrial development commission requested assistance from the Institute in preparing an OEDP for his county.

Work Performed: A member of the Institute staff met with the director, and the methods of preparing an OEDP were explained. Formats, information, and a sample OEDP were given to assist the director in undertaking this project.

Result: The OEDP was completed by the director.

SP-04-71 BROCHURE -- MINNESOTT BEACH -- Pamlico County

Problem: The owner-developer of a resort beach in a rural tidewater county requested assistance from the Institute to design a brochure describing this project.

Work Performed: The Institute, utilizing knowledge in design, layout, wording, printing, costs, etc., advised in the preparation of a brochure for the purpose of promoting recreational, tourist, and residential facilities of the area.

Result: The brochure has been published, and distribution has been made throughout a wide area of the eastern coast.

SP-05-71 PHYSICIAN DISTRIBUTION IN EASTERN NORTH CAROLINA--
Regional

Problem: The Dean of the School of Allied Health and Social Professions of East Carolina University requested that the Institute furnish his office with accurate information on the number of physicians actually engaged in the full-time practice of medicine in each of the 32 counties of Eastern North Carolina.

Work Performed: Accurate information on the number of physicians (both full time and part time) and their ages was secured for each county of Eastern North Carolina. This information was used to compute a physician-population ratio for each county and for the region as a whole. Tables were constructed showing the county distribution of physicians and the numbers within each age group. Also, computations were made of the ratio of physicians to manufacturing employment in each county.

Result: This information will be used to show the shortage of physicians in Eastern North Carolina and the adverse affect such a shortage has on other segments of the development of the area as part of the justification for a two-year School of Medicine at East Carolina University. Information on the ages of physicians within each county will make possible projections as to the "problem areas" in the future. The N. C. General Assembly has funded a one-year school of medicine at East Carolina University, and plans are being made for a four-year school as state enabling legislation and funding makes it possible.

SP-06-71 LEISURE INDUSTRY SITES--Regional

Problem: It was determined by the Institute that many communities and counties in Eastern North Carolina needed assistance in selecting leisure industry sites. In addition, if they had available sites, a method of promoting their areas was needed.

Work Performed: An electric power company has agreed to co-sponsor, with the Institute, a program to assist the various communities in selecting leisure industry sites and to include all data collected in their national advertising promotion.

Result: The project should commence during the Fall of 1971.

SP-07-71 FEASIBILITY OF A CAMPGROUND--Pender County

Problem: An owner-developer of a tract of land in a rural coastal county requested the assistance of the Institute to determine the feasibility of establishing a family campground on the site.

Work Performed: A field inspection was made of the property and a meeting was held with the owner.

Result: It was recommended to the owner that the tract of land and the area in general was not suited for the establishment of a campground. The site had poor access, both in the immediate vicinity and the area; lack of attractions to lure campers; the existence of an insect problem; and competition from ocean area campgrounds nearby. The owner accepted the recommendations and has decided not to pursue the development.

SP-08-71 REGIONAL DEVELOPMENT INSTITUTE FILM--Regional

Problem: An existing company indicated its desire to prepare a promotional film on Eastern North Carolina and requested the Institute's assistance in planning and preparation of a schedule.

Work Performed: Preliminary plans have been completed and several television stations have been contacted with the request that they furnish film footage. Two stations have agreed to furnish film. The total cost of this project is estimated to be \$35,000.

Result: The project should be completed in mid-1972.

SP-09-71 FEASIBILITY OF ESTABLISHING A CAMPGROUND--Carteret County

Problem: An owner of a tract of land in a coastal county requested the Institute's assistance in determining the feasibility of establishing a family campground on the site.

Work Performed: Inasmuch as the property owner desired to establish a trailer park as well as a campground, an inventory of campgrounds and mobile home parks was taken in the area.

Result: Information gathered relative to campgrounds in the area indicated their business was not substantial due to campgrounds at nearby beaches. The property owner was notified and the project has been discontinued.

SP-10-71 SPEECH INFORMATION--Regional

Problem: A local TV station manager was requested to participate in a panel with the U. S. Association of Manufacturers before the North Carolina Association of Manufacturers. The Institute was requested to prepare information for this presentation.

Work Performed: Information was gathered, prepared, and submitted as requested.

Result: This project will result in more knowledge of Eastern North Carolina's problems and potentials to North Carolina industrialists.

SP-11-71 CAMPGROUND REGISTRATION BOOK DESIGN--Martin County

Problem: An owner of a family campground in a rural county requested the Institute to help him redesign and implement a form of registration for his campground business. The owner thought that persons using his facilities were not paying for all the services that they were receiving. He therefore needed a better means of tracing revenues.

Work Performed: A new method of registration was designed for the campground owner.

Result: The owner has realized additional income from his campground operation due to this more efficient registration system as recommended by a member of the Institute staff.

SP-12-71 ADVANCE PLANNING FOR A THOROUGHFARE PLAN--
Pitt County

Problem: The advance planning section of a North Carolina government agency requested the Institute's assistance in determining the existing land uses in and adjacent to a city in an urban county. The purpose of the land-use survey was to aid in the design of a thoroughfare plan.

Work Performed: A staff member of the Institute accompanied an advance planning staff member of the government agency on a field inspection of land uses. Patterns of land uses were plotted on an area map to aid in the design of the thoroughfare plan.

Result: A knowledge of existing land use patterns will aid in the design of an efficient thoroughfare plan which, in turn, will be more inviting for development purposes.

SP-13-71 GREAT DISMAL SWAMP BROCHURE--Pasquotank County

Problem: The citizens of the North Coastal Plains area of North Carolina requested assistance in preparing a brochure in order that members of the 1971 North Carolina General Assembly could have factual information to direct the purchasing of a portion of the Great Dismal Swamp as a State Park.

Work Performed: As requested, the brochure was prepared and presented to the committee for their consideration and further delivery to members of the North Carolina General Assembly.

Result: The total land costs are estimated to be \$1.9 million dollars. The area is approximately 13,000 acres. During a regular session of the General Assembly, funds were allocated and actual purchase of the property is progressing. Approximately 25 workers will be employed upon full development of this area as a State Park.

SP-14-71 RESIDENTIAL DEVELOPMENT--Pitt County

Problem: A developer requested assistance from the Institute in preparing a preliminary design and land development sketch plan for a permanent mobile home estate. The plan was to include large lots, similar to well-planned residential neighborhoods -- including light commercial areas and recreation space to serve the residents.

Work Performed: The preliminary plans were compiled and presented to the developer for his consideration.

Result: The developer reviewed the plans and determined that he would utilize the development as low-cost housing rather than as a mobile home development. The project is now under construction.

SP-16-71 ANTHROPOLOGICAL STUDY--Regional

Problem: The Department of Anthropology and Sociology of East Carolina University requested the Institute's assistance in research relative to the Indian populations in Eastern North Carolina prior to English settlement.

Work Performed: Directors of county economic development commissions were contacted to determine where known Indian sites are located.

Result: An anthropological field investigation is now under way in the lower Roanoke River Valley. Findings to date include several Indian camps, skeletal Indian remains, and pottery. This is the first known anthropological investigation in this northeastern North Carolina area.

SP-17-71 PURCHASE TRAVEL-TRAILER COURT--Regional

Problem: A person interested in purchasing property along Interstate Highway 95 for a travel-trailer court, contacted a campground association for assistance in locating suitable property. The association, in turn, requested the Institute's help.

Work Performed: The Institute sought and found appropriate property for a travel-trailer court at a fair market price.

Result: The land was purchased by the prospective travel-trailer court owner; however, construction of a facility has not yet begun.

SP-18-71 SUBDIVISION DESIGN--Edgecombe County

Problem: The owner of a tract of land near a small community in a rural county, requested the Institute's assistance in planning the development of a subdivision.

Work Performed: A subdivision design for 89 lots was completed, and submitted to the owner-developer.

Result: The owner is presently seeking bids from engineering firms on topographic engineering and surveying costs.

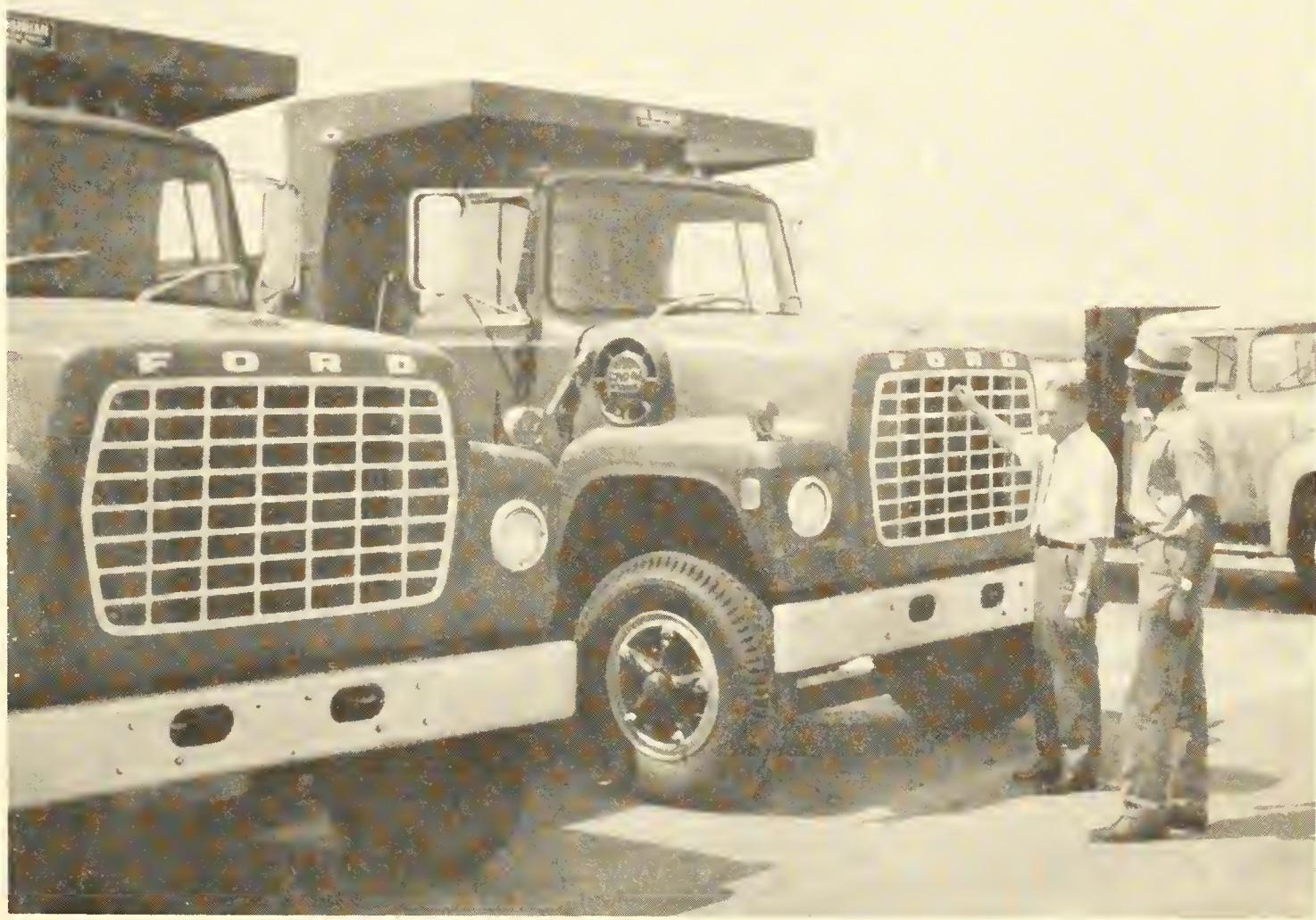
SP-19-71 MINORITY ENTREPRENEURSHIP--Pitt County

Problem: City officials from an urban county requested the Institute's involvement in a project to encourage and render assistance to those interested in minority entrepreneurship.

Work Performed: A Federal grant was requested and made to the Institute to employ a person to organize a program to aid prospective businessmen of the minority race in setting up new business ventures and to follow through with advice and assistance during the first year in operation.

Result: A director for the Minority Entrepreneurship program has been hired and has completed the planning phase of the project. Advisory committees of local business leaders have been appointed; and the entire program has received the approval of the city manager and agencies sponsoring the program. The committees will begin functioning in the near future.

FINANCIAL ASSISTANCE



FINANCIAL ASSISTANCE

FA-01-70 ARRANGING FINANCING OF SEAGOING VESSELS--Craven County

Problem: A Scandinavian company desiring to purchase three oil rig tending vessels from a coastal North Carolina boat manufacturer needed assistance in arranging financing. The boat manufacturer, unfamiliar with procedures of financing involved with sales abroad, requested the Institute to give assistance.

Work Performed: The Institute sought assistance from the U. S. Department of Commerce Field Office in the form of financial reports from international sources on the prospective purchaser of the vessels. A major bank, along with the U. S. Export Bank, agreed that financing for the \$3,000,000 loan could be arranged for the credit-worthy firm, subject to agreement on terms and conditions.

Result: No final report on the negotiations for this loan was ever made to the Institute.

FA-02-70 FINANCIAL ASSISTANCE TO PRINTING COMPANY--Pitt County

Problem: The owners of a printing company requested assistance from the Institute in applying for a loan from the Small Business Administration. The funds were needed to provide the firm with additional working capital and the money to purchase new equipment.

Work Performed: Preliminary documentation for an SBA loan for the printing company was prepared by the Institute, and the application was submitted through a participating bank to SBA regional offices for consideration.

Result: A loan in the amount of \$80,000 was approved. These funds were used to employ two additional craftsmen, one office worker and a photographic technician. A color press was purchased to enable the company to expand its market and to accept additional printing contracts. This company has continued to grow. During the second year of this report the Institute was requested to assist by finding larger quarters and storage space for the company. This further assistance of the Institute is reported in Project NV-04-71.

FA-03-70 FINANCIAL COUNSELING OF PRECISION MACHINE WORKING COMPANY--Pitt County

Problem: Funds were sought by a precision machine works for the purchase of new equipment, the consideration of debts, and the provision of working capital to permit the company to expand into a new market area. The Institute was asked to render assistance in seeking funds to permit the expansion of production.

Work Performed: An investigation of the company's financial condition revealed that the net worth/debt ratio presented difficulties in arranging a loan from any private source. Inability to obtain private bank participation in an SBA loan precluded application to the Small Business Administration. During counseling with company officials, the possibility of merger with a larger company was considered; however, lack of unanimity among stockholders and directors prevented this course of action.

Result: The Institute's participation in this project was discontinued. However, the company was able to arrange its own financing, and is still in operation.

FA-05-70 INDUSTRIAL FINANCING--Pitt County

Problem: The Institute was requested by community industrial development leaders in an urban county to advise on procedures to overcome the reluctance of local banking

institutions to participate in short and long-range industrial loans. The community of 4,000 has not located a new industry in approximately 15 years. As viewed by the Institute, the only element lacking for an excellent industrial development program is financing.

Work Performed: The Institute arranged meetings between the local development group and banking interests to explain not only the need for industrial financing, but also the benefits to be derived by banks from such participation.

Result: A local bank has agreed to participate in both short- and long- term industrial loans, thus providing private bank financing that will enhance community growth and development.

FA-06-70 SWEET POTATO PLANT LOAN-- Bertie County

Problem: Over the years the Institute has regularly assisted the owner and operator of a sweet potato-pumpkin flaking plant in a rural county in obtaining loans with which to operate at a marginal level on a seasonal basis. During this second contract year, the owner reported that he wished to sell the plant and requested the Institute's assistance in selling the property and the inventory.

Work Performed: A brochure format was developed which contained pertinent technical data relating to the purchase and operation of the facility. This brochure was printed, and the manager distributed it to various food processing companies that might be interested in purchasing the plant.

Result: One company has shown interest in buying the sweet potato flaking plant, and negotiations are going on at the present time. In order to minimize the cost, a bankruptcy is being declared, and the purchase will occur afterwards. This will stabilize 50 jobs.

FA-08-70 FURNITURE MANUFACTURING COMPANY, LOAN APPLICATION ASSISTANCE--Carteret County

Problem: The Institute undertook this as a two-fold project: (1) to assist in the organization of a local development corporation in a coastal county, and (2) to provide a prospective furniture industry with help in completing arrangements for a Small Business Administration loan.

Work Performed: With guidance from the Institute, the organization of the local development corporation was completed, and arrangements were made for the acquisition of a site for the proposed furniture plant. Assistance was given officials of the furniture plant in completing information for an SBA loan. In a related project, the Institute worked with local officials in requesting an EDA grant for water and sewer extensions to this plant location (reported in Project CD-17-70). The project was not eligible for EDA funding.

Result: The furniture manufacturing company still has this project under consideration inasmuch as the community is now seeking FHA funds for a water system. There would be potentially 25 jobs created.

FA-09-70 TECHNICAL ASSISTANCE TO DEVELOPMENT CORPORATION-- Craven County

Problem: The development corporation of a town in an urban, tidewater county requested that the Institute assist in obtaining financial aid in purchasing a site and constructing a basic industrial building, at a cost of approximately \$125,000.

Work Performed: The Institute held conferences with representatives of the development corporation and officials of a proposed industry to go over specifications for a basic

industrial building and to arrange for an application for a Small Business Administration loan.

Result: Plans for the construction of the industrial building were dropped because the proposed industrial tenant did not wish to go into business during the current recession. However, the industrial site was purchased by the development corporation to be held for future industrial prospects.

FA-10-70 LOAN APPLICATION FOR VENEER INDUSTRY--Perquimans County

Problem: Originally this project was designed to render assistance in obtaining a local bank-Small Business Administration loan for a veneer mill in a rural tidewater county for the purpose of purchasing new equipment, providing working capital, and supplying inventory of raw materials. The loan was requested by officials of the company as a major step in the expansion of productivity to meet growing demand for finished veneer products.

Work Performed: With the help of the Institute, company officials completed the application for an SBA loan. However, the company decided not to submit the application until market conditions improved, and the plant was temporarily awaiting new orders. When market conditions did not improve, the Institute was requested to locate a suitable buyer for the plant.

Result: A new owner has purchased the veneer mill. The mill is being remodeled to manufacture wood blocks for furniture and is expected to reopen soon. It is impossible at this time to anticipate the number of workers to be employed in this plant. However, this industry had previously been the largest in the county employing men, with as many as 48 personnel, mostly black men, considered hardcore unemployed or underemployed.

FA-11-70 DEVELOPMENT LOAN FOR MOTEL COMPLEX--Carteret County

Problem: The operator of a 40-unit motel located in a coastal county requested assistance in filing an application for a \$50,000 loan from the Small Business Administration. The proceeds of the loan were to be used to improve and expand motel facilities, build and equip a restaurant on the premises, and complete a marina for use by guests.

Work Performed: The Institute assisted the motel operator in preparing preliminary information for the loan. However, when it was learned that the operator leased rather than owned the property, it was explained that a business loan could not be obtained to expand and improve facilities which the operator did not own. A suggestion that the loan be increased to \$100,000 to enable the operator to buy the property, as well as expand and improve it, was turned down because the operator did not have sufficient security for the loan.

Result: This project has been discontinued.

FA-12-70 MARKETING ASSISTANCE, NEW INVENTION--Beaufort County

Problem: Unable to locate a manufacturer interested in a patented invention for a grain door for a railroad boxcar or truck trailer, the inventor requested assistance from the Institute in marketing the new product.

Work Performed: Institute personnel contacted both grain companies and freight carriers to determine interest in the product.

Result: Since similar products are on the market, it was impossible to locate interested manufacturers or sources of development funds for this project. It has been dropped.

FA-01-71 FINANCIAL ASSISTANCE TO SELF-SERVICE LAUNDRY--
Martin County

Problem: A potential operator and owner of a self-service laundry requested assistance to secure financing for a laundry operation.

Work Performed: A member of the Institute staff contacted a financial institution concerning financing the operation. Also, laundry equipment suppliers were contacted for equipment lists.

Result: Financing was obtained for the owner-operator, equipment was purchased, and the laundry is in operation. Two new workers have been employed in the laundry.

FA-02-71 MARKET STUDY—NEW PLANNED RESIDENTIAL COMMUNITY--
Craven County

Problem: The owners-developers of a new residential community in an urban tidewater county requested assistance from the Institute in determining the scope of the potential market for the offering of a new planned residential community. The analysis was a step in the arrangement of financing for the project.

Work Performed: Work on this project by the Institute was first undertaken during the first year of this technical assistance contract, when developers requested assistance in the preparation of a land use and development plan for a 1,600 acre site to be used for the establishment of a new community. (This is reported in Project NV-07-70.) Subsequently, assistance was sought in arranging financing for the development. The market analysis was completed by the Institute staff and furnished to the owners-developers for their consideration.

Result: Within the past month this entire project has been purchased by a national corporation, and an intensive promotional campaign has been launched to sell home-sites in this planned community. It is understood that the preliminary land use and development plan drawn by the Institute is being used by the new owners. It is impossible to estimate the number of new jobs that will be created.

FA-03-71 EFFORTS TO OBTAIN BUSINESS LOAN--Pitt County

Problem: An institutional food distributor in an urban county requested assistance in preparing a bank-Small Business Administration loan in the amount of \$40,000.

Work Performed: Besides assisting with preparation and submission of an application for a bank SBA loan, the Institute engaged in advising this company on a new management program to increase sales and cut costs. Attempts to secure an SBA loan were dropped when some of the principals would not personally endorse the loan.

Result: Because of lack of funds and present economic conditions, the company entered into bankruptcy. However, two of the partners have continued in the business, moving to a nearby, centrally located small town and operating on a reduced budget. Five people are still employed.

FA-04-71 ADVERTISING DISTRIBUTION BUSINESS--Wilson County

Problem: The Institute was asked to render assistance in locating sources of financing the expansion of an advertising distribution service in a rural county.

Work Performed: The Institute assisted in preparing an application to state vocational rehabilitation authorities for a rehabilitation loan for the handicapped owner of

this business. The request was turned down. However, business has increased and improved financial statements were used as the basis for an application for a bank/Small Business Administration loan, still pending. Meanwhile, the Institute is making arrangements for this firm to publish the Eastern North Carolina Magazine (reported in Project 0-06-70), when funds for its publication are obtained.

Result: Because of hard work by the owner of this advertising firm, its business continues to increase, providing part-time employment for 26 persons of the minority race.

NEW BUSINESS VENTURE





NEW BUSINESS VENTURE PROJECTS

NV-01-70 MARKET INFORMATION FOR SHOPPING CENTER--Regional

Problem: Developers requested the Institute to furnish market information to be used in making decisions for locating a retail shopping center in Eastern North Carolina.

Work Performed: Market data on two specific communities was furnished to an official of a commercial building contractor.

Result: Because of economic conditions, no decision has been made to build a shopping center.

NV-02-70 ARCHITECT PLANS FOR A NEW BUSINESS VENTURE--New Hanover County

Problem: A landscape architect desired assistance from the Institute in locating a new business venture in a coastal metropolitan county.

Work Performed: An economic profile and supporting market information on the area were submitted to the architect.

Result: No action has been taken by the landscape architect.

NV-03-70 DESIGN OF FAMILY CAMPGROUND--Brunswick County

Problem: The Institute was requested by owners of a tract of land in a rural county to assist in determining the layout and proper facilities needed for the operation of a family campground.

Work Performed: The proposed site for the campground was visited by staff members of the Institute to determine the best layout for the property. A preliminary design, utilizing approximately 75 acres of a 300 acre tract of land, was submitted to the owners for further action.

Result: As of the date of this report, this campground has not been constructed.

NV-04-70 GOLF AND COUNTRY CLUB DEDICATION--Pamlico County

Problem: A project, completed during the 1967 contract year, involved the preparation of a preliminary land use development plan for a 600 acre recreation resort and residential site and the later implementation of certain projects of the plan. The dedication of the golf and country club signified the completion of Step Two of the overall development of the site. (Development Step One, the creation of a family campground and mobile home park, was completed during contract year 1968).

Work Performed: The Institute was represented and took an active part in festivities surrounding the dedication of the golf and country club.

Result: Information presented at the dedication pointed out that ten new jobs, connected directly or indirectly with the golf course, had been created. In addition, it has been the motivating force which has brought each of the divided communities in the county together for the purpose of promoting the growth of the county as a whole.

NV-05-70 CONFERENCE ON DEVELOPMENT OF SUMMER CAMP--Pamlico County

Problem: Leaders of a church group sought the Institute's assistance in implementation of a previously completed preliminary site layout for a summer camp for boys and girls.

Work Performed: Through personal meetings, telephone conversations, and correspondence, assistance was rendered alleviating several problems impeding the implementation and development of the camp facility. These problems included: water and sewerage requirements, relocation of a dedicated municipal street, and types of structures desired. The above problems were rectified.

Result: This camp is slowly being developed. Presently, day camps are in operation. On weekends church members gather for family camping and religious programs. At present there are no permanent employees at this camp. However, long-range plans call for permanent camp facilities with 50 people employed during the summer season and four maintenance employees on a year-round basis.

NV-06-70 LOCATION ASSISTANCE FOR CERTIFIED PUBLIC ACCOUNTANT
FIRM--Regional

Problem: The assistance of the Institute was requested by an accounting firm for the purpose of establishing new offices in other market areas.

Work Performed: Market data on four communities were compiled, and reports were completed and delivered to the firm.

Result: A new public accountant office has opened in the largest city in an urban county in Subregion 3. Two people have been employed.

NV-07-70 LAND DEVELOPMENT PLAN FOR NEW COMMUNITY--Craven County

Problem: Developers requested that the Institute prepare a land use and development plan for a 1,600 acre site upon which the owner desired to establish a new community in an urban tidewater county.

Work Performed: Institute specialists engaged in the preparation of a plan for the orderly development of the property. Procedures involved the distribution of land according to use: residential, commercial, institutional, industrial, recreational, services, and other functions. Suggestions for a schedule for implementation were submitted. All preliminary planning prepared by the Institute was subject to concurrence by engineering consultants. Also, the Institute prepared colored reprints of the plan to be used in brochures. The Institute was represented at the annual stockholders meeting in Ohio and assisted in presenting the plan to the attending stockholders.

Result: At the stockholders meeting, steps were taken to initiate phase one of the development, which encompassed 20 per cent of the property at a cost of approximately \$2,000,000, and to seek financing for the project. (Further reported in project FA-02-71)

NV-09-70 ESTABLISHMENT OF A FAMILY CAMPGROUND FACILITY--
Carteret County

Problem: The Institute's assistance was requested by the prospective owner of a campground facility in a coastal county.

Work Performed: When the site was visited, the owner had already begun construction without awaiting the Institute's assistance. The development specialist suggested several alterations in the site layout and overall size.

Result: The campground has been constructed near the Atlantic-Ocracoke Ferry. Recently a market and hamburger stand has been added for campers' convenience. Ten people are employed.

NV-10-70 CAMPGROUND AND MARINA EXPANSION--Carteret County

Problem: The Institute's advice was sought in expanding and upgrading an existing campground and marina in a coastal county.

Work Performed: A preliminary design was completed by Institute specialists and submitted. The owner is now using this design as a guideline for the expansion of the camp-ground.

Result: The expanded campground is in operation with five employees.

NV-11-70 MOBILE HOME PARK DEVELOPMENT--Lenoir County

Problem: The owner-developer of a proposed mobile home park in a rural county requested assistance from the Institute to advise on an overall development plan.

Work Performed: A member of the Institute staff consulted with the owner-developer of the proposed mobile home park. He accompanied him to a mobile home show in Louisville, Kentucky, where new ideas on layout, financing, and materials for development were brought back to Eastern North Carolina.

Result: This mobile home park is under construction, and will employ two workers.

NV-12-70 REVIEW OF PROSPECTUS FOR NEW CIVIL ENGINEERING COMPANY--Pitt County

Problem: A registered engineer, employed in a local government position, sought advice on the feasibility of establishing a private engineering firm. In addition, guidance was sought regarding methods of financing the new venture.

Work Performed: An Institute staff member reviewed the individual's plans, ascertained the need for additional engineering services in the proposed area, and explored the possibility of acquiring ownership in an existing consulting firm.

Result: No further action has been taken on this project by the individual concerned or the Institute.

NV-13-70 EXPANSION OF TIRE DISTRIBUTORSHIP--Pitt County

Problem: A new and used tire retail merchant sought advice from the Institute in submitting applications to local banking institutions and the Small Business Administration for financial assistance in incorporating a tire distributorship with the retail business.

Work Performed: Necessary supporting data were furnished the merchant to enable him to apply for bank/SBA loans; moreover, assistance in the actual submission of the applications was furnished.

Result: Adequate financing was secured; but because of economic conditions, the management of this company decided to cancel expansion plans.

NV-14-70 NEW APARTMENT COMPLEX--Pitt County

Problem: At the request of a builder, the Institute developed market data to be used in the financing of 154 new apartments in an urban county.

Work Performed: The Institute gathered data on new industrial, commercial, and institutional jobs to open in the immediate future in the city involved. A report was furnished to the developer.

Result: Because of economic conditions, this apartment project was postponed. However, recently it has been reactivated, and the Institute is presently updating data furnished earlier.

NV-15-70 ESTABLISHMENT OF A FAMILY CAMPGROUND FACILITY--
Dare County

Problem: This project, located in a coastal county, was requested by prospective campground owners. Assistance was sought in the design of a new campground facility.

Work Performed: A preliminary design was completed and submitted to the owner-developer.

Result: With the Hatteras-Ocracoke Ferry nearby, this campground, which is now in operation, provides a site for campers where there had been no camping area available. Five persons are employed.

NV-16-70 ENLARGEMENT OF FAMILY CAMPGROUND FACILITY--Dare County

Problem: The Institute was requested by the owner of a campground facility to aid in its design. The campground is in a coastal county. After the completion of preliminary site layouts of the family campground, and before they were implemented, the owners acquired additional properties for incorporation into the facility.

Work Performed: Institute specialists revised a sketch-to-scale site layout of the proposed campground for the owner-developer.

Result: This campground is now in operation. Six workers are presently employed.

NV-17-70 DRIVE-IN RESTAURANT--Perquimans County

Problem: The director of a county development commission requested the Institute's advice on the economic feasibility of a drive-in restaurant in a rural tidewater county.

Work Performed: Information on the restaurant and catering business, including information on site evaluation for small retailers, was forwarded to the director of the county development commission for presentation to the potential investor in a drive-in restaurant. Further study of local consumer markets was advised.

Results: This project appeared to be economically unfeasible at this time and was dropped.

NV-18-70 DEVELOPMENT OF A NEW CAMPGROUND--Perquimans County

Problem: At the request of the prospective owner-developer, the Institute provided advisory assistance on the development of a new campground facility in a rural tidewater county.

Work Performed: An Institute staff member met with a financial consultant and recreation consultant of a state government agency. These two consultants assumed the responsibility of assisting the owner-developer with this project.

Result: This campground is presently under construction. Upon its completion, it will provide a tourist attraction in a leisure-oriented area and employment for ten people.

NV-19-70 APPLICATION FOR A NEW BANK CHARTER--Perquimans County

Problem: Local business interests in a rural tidewater county requested the Institute to furnish community and market data for businessmen applying for a charter for a national bank in the community.

Work Performed: Preliminary information on the community was furnished to the applicants. Discussions with national and state bank officials indicated that a second bank had an application pending before the state banking commission.

Result: This project was discontinued when the bank with the pending application established a branch in the community.

NV-20-70 VOCATIONAL GUIDANCE PUBLICATION—Perquimans County

Problem: The director of the development commission of a rural tidewater county and an author requested the Institute's assistance in securing a publisher for a new publication which would aid high school students and high school drop-outs in selecting a vocation.

Work Performed: Several potential publishers were contacted, as well as state school and technical institute officials who could aid in the editing of this vocational guidance publication.

Result: The Institute learned and advised those interested that similar publications were already available and that it was inadvisable to proceed with this project.

NV-21-70 ASSISTANCE IN COMPLETION OF EDA APPLICATION FOR CONVENTION CENTER COMPLEX—Pitt County

Problem: A private corporation, proposing the construction of a convention center complex on downtown urban renewal property in Greenville, requested assistance in the completion of an application to the Economic Development Administration for a loan of approximately \$1,000,000. The city involved has been designated a development center for the Mid-East Economic Development District.

Work Performed: Following instruction provided by the Economic Development Administration, documents were assembled and assistance was given in the completion of appropriate application forms. Officials of the county development commission, the Mid-East Economic Development District, a local development corporation, and the N. C. Department of Local Affairs were consulted in the preparation of the application.

Result: The Economic Development Administration declined to fund this project.

NV-22-70 ESTABLISHMENT OF AN ADVERTISING AGENCY—Pitt County

Problem: The Institute was requested to advise a person well acquainted with radio and television programming in establishing an advertising agency in Eastern North Carolina. The purpose of the entrepreneur would be to offer advertising packages to the small commercial concerns in the area.

Work Performed: The client was advised to develop four different types of advertising packages that could be made available to business concerns.

Result: The entrepreneur has established the advertising agency, creating one job.

NV-23-70 OYSTER FARM DEVELOPMENT—Hyde County

Problem: Assistance was requested of the Institute to assist officials of a proposed oyster farm to establish a business enterprise in a rural tidewater company.

Work Performed: The Institute arranged meetings between the prospective owner of the oyster farm and government financial institutions to determine the availability of a loan or grant for this type of investment.

Result: It was not possible to arrange sufficient financing for this type of enterprise.

NV-24-70 FULL-SERVICE MARINA DEVELOPMENT--Beaufort County

Problem: A developer requested assistance from the Institute in securing a commercial site in order to construct a full service marina in a rural tidewater county. Also, the Institute was asked to research the type of ships used by pirates in the area in order that a vessel be reconstructed and used in boat tours.

Work Performed: All research data have been collected and supplied to the developer. Negotiations with the property owner are under way.

Result: The property has not yet been acquired, but negotiations are still progressing with the owners.

NV-25-70 ESTABLISHMENT OF A TELEVISION REPAIR SERVICE--
Pitt County

Problem: A prospective black businessman requested the Institute's assistance to aid in the establishment of a radio and television sales and repair service in an urban county.

Work Performed: The Institute had secured the necessary information, estimates, and franchise for inclusion in a request to the Small Business Administration for assistance. The owner is preparing the land for construction and has obtained much of the material needed for construction.

Result: This black entrepreneur is now awaiting the most suitable time to apply for an SBA loan and begin construction.

NV-26-70 RETAIL MERCHANDISING COMPLEX--Beaufort County

Problem: The Institute was requested to provide data on a rural tidewater county to a commercial developer who is planning the construction of a retail merchandising complex.

Work Performed: Research was conducted and a report made on economic growth patterns within a six-county region.

Result: This project is still being considered by the developer. An upturn in the economy will increase the need for further retail outlets in the area.

NV-27-70 ESTABLISHMENT OF WOODEN PALLET MANUFACTURING PLANT--
Wilson County

Problem: The Institute was requested to supply feasibility reports and financial information to a businessman interested in establishing a plant to manufacture wooden pallets.

Work Performed: The Institute supplied the information as requested. The owner has undertaken this new business and is presently furnishing employment to five people. He has requested further assistance from the Institute in applying for a Small Business Administration loan.

Result: This business presently employs five people, predominantly from the minority group, in a rural county. With an SBA loan the owner estimates he could increase production and eventually employ 50 people.

NV-28-70 PRINT SHOP PURCHASE--Chowan County

Problem: The Institute was asked for technical assistance by the prospective purchaser of a printing shop, which was not in operation at the time. This project was undertaken in a rural tidewater county.

Work Performed: Conferences were held with the prospective purchaser (of the minority race) to assure that he understood what was involved in this business undertaking, and check-off lists of necessary action to be taken prior to purchase were made for his guidance.

Result: The prospective purchaser of the printing shop decided to postpone entry into this type of business until there is the possibility of going into a shopping center with other minority businessmen in the area. Insufficient financing and the drop in the economy have further delayed this undertaking.

NV-29-70 ESTABLISHMENT OF FAMILY CAMPING RESORT --Carteret County

Problem: The Institute was requested to assist a land owner in converting 100 acres of land into a family camping resort.

Work Performed: The site was visited to determine design procedures. Other site data pertinent to this proposed facility were secured.

Result: Before work on the actual layout was begun, the owner-developer requested that the Institute discontinue this project inasmuch as he was experiencing financial problems.

NV-01-71 MINORITY RECREATION ENTERPRISE--Northhampton County

Problem: An owner-developer of a proposed minority recreation enterprise requested assistance in determining the optimum use of approximately 30 acres of land bordering Lake Gaston in a rural community. The objectives included providing a profitable business as well as a modern, attractive, functional recreational area primarily for minority interests.

Work Performed: A preliminary sketch layout of the project was prepared and presented to the principal. Facilities included multi-use building, baseball-softball, multi-use field games area, beach area, picnic areas, quiet areas, boat launching and car parking areas, camping, rental cottages, and light grocery-office building.

Result: The facility is under construction and will employ eight workers.

NV-02-71 CAMPGROUND DEVELOPMENT-- Tyrrell County

Problem: A property owner from a rural tidewater county requested assistance from the Institute to determine the feasibility of developing a campground in his area. Items in question were present and projected market location and costs.

Work Performed: A preliminary market analysis was completed.

Result: The property owner was advised that the project would have little success due to the lack of a market. Therefore, the project was dropped.

NV-03-71 CAMPGROUND DEVELOPMENT--Beaufort County

Problem: The owner of a new facility in a rural tidewater county, already under construction but not yet in operation, requested assistance in correcting several inadequacies in his layout, as well as providing assistance in planning related recreational and commercial ventures.

Work Performed: A preliminary sketch was made of the overall project utilizing existing facilities and relating them to other needs. The plan was completed and presented to the owner for his consideration.

Result: Utilizing the preliminary sketch as a guide, the owner has completed construction of the facility. Six workers will be employed.

NV-04-71 EXPANSION OF AN EXISTING PRINTING HOUSE--Pitt County

Problem: The owner of a commercial printing house in an urban community desired additional print shop space and warehouse space to expand his existing business.

Work Performed: A member of the Institute staff located a suitable building meeting the owner's specifications.

Result: As a result of this expansion, the printing house will add twelve new workers to its payroll.

NV-05-71 ASSISTANCE TO MINORITY BUILDING CONTRACTOR--Pitt County

Problem: The Institute was requested by a building contractor of the minority race to assist in obtaining land in an urban county to develop a low-to-moderate income housing project and to help him obtain knowledge from the Federal Housing Authority to qualify and build houses to FHA specifications.

Work Performed: The contractor has been assisted in completing FHA applications for two homes. One application has been approved and the contractor has begun construction on the first house in a new development.

Result: The building of low-to-moderate income houses is a necessity in this area. In addition, the success of a minority entrepreneurship contractor will encourage others and develop more job opportunities. Employment of five workmen will continue and the size of the work crew is expected to increase as more contracts are awarded this contractor.

NV-06-71 SUBDIVISION DEVELOPMENT--Pitt County

Problem: The owner-developer of a proposed subdivision requested assistance to develop a tract of land in an urban county consisting of 60 acres for use as a residential area. The area, being rural, would be utilized primarily for low-income housing.

Work Performed: A preliminary layout was prepared for the subdivision.

Result: Utilizing the preliminary layout as a guide, the owner-developer was able to consult with his contractors to commence development of the project. The project is under way.

NV-07-71 LAND DEVELOPMENT-HOUSING--Pitt County

Problem: The Institute was requested to render technical assistance to a prospective housing developer for the best utilization of a 60-acre site in an urban county.

Work Performed: Research revealed that this 60-acre site could best be utilized for low-to-moderate income housing, badly needed in the area. Assistance was given the developer in applying for FHA approval of the project. The area will be approved by FHA as soon as water lines, now under construction, are completed.

Result: Three of the sixty homes in the first phase of the development are under construction. A well-planned development for low income housing is needed in this area.

NV-08-71 MOBILE HOME PARK DEVELOPMENT--Carteret County

Problem: The owners-developers of a mobile home park development in a rural county, having already begun the planning process for their park and realizing a shortcoming of their plan, requested assistance from the Institute to alleviate the situation.

Work Performed: An inspection of the site and review of the planning already done were made. After analysis of the situation, a modified plan was developed and presented to the owners-developers for their consideration.

Result: As a result of the recommendations offered by a member of the Institute staff, certain changes were made in the preliminary plan and the park has been developed. Three new employees have been hired.

NV-09-71 MOTEL COST ANALYSIS--Carteret County

Problem: A developer requested assistance from the Institute to determine motel cost for a site in his community, in a coastal county.

Work Performed: A staff member prepared a projected income statement for the proposed motel. Using operating costs based on average room costs of selected motels in Eastern North Carolina and South Carolina, other costs, and projected receipts, probable per cent of profit was computed.

Result: Construction of a new motel is scheduled for early 1972. The motel will employ five workers.

NV-10-71 MOTEL COST ANALYSIS--Pamlico and Greene Counties

Problem: A developer requested assistance from the Institute to determine motel cost for a motel-convention center for two counties, one tidewater and rural, the other rural.

Work Performed: A member of the Institute staff prepared a projected income statement for the proposed facilities. In determining the projected income statement, average per room costs of selected motels in Eastern North Carolina and South Carolina, other costs, and projected receipts, probable per cent of profit was computed. All data were submitted to the developer for his consideration.

Result: Construction is pending final decision of the developer and negotiation of a suitable site. Ten new jobs will be created upon completion of construction.

NV-11-71 MOBILE HOME PARK DEVELOPMENT--Carteret County

Problem: The owners-developers of a proposed mobile home park development in a coastal county requested the Institute to review their plans and procedures for their development.

Work Performed: The owners-developers plans for developing a mobile home park were reviewed by members of the Institute staff.

Result: It was recommended to the developers that their plans were sound. Construction of the mobile home park development is scheduled for early 1972.

NV-12-71 DESIGN FOR A BROCHURE--Carteret County

Problem: The manager of a tourist-oriented motel, restaurant, and campground requested assistance from the Institute to design a brochure for his facilities.

Work Performed: A member of the Institute staff prepared a proposed layout for a brochure according to the manager's specifications. All material was submitted for the manager's consideration.

Result: The brochure has been printed and wide distribution made throughout the Eastern United States.

NV-13-71 LOCATION OF A PHARMACY--Martin County

Problem: An owner of an existing pharmacy in a rural county requested assistance from the Institute to seek an expansion.

Work Performed: Contact was made with the community in which the proposed facility was to be located, and initial contact has been made with a contractor.

Result: The community has a new hospital under construction. In addition, a medical office complex is under construction adjacent to the hospital. As soon as construction is completed, in mid-1972, the owner plans to open a pharmacy. The pharmacy will employ six workers.

NV-14-71 MARKET POTENTIAL FOR A MARINA--Pamlico County

Problem: The owner-developer of a water-oriented residential community in a rural tidewater county requested assistance from the Institute in determining the economic feasibility of constructing a commercial marina.

Work Performed: Preliminary market analysis has been completed and preliminary sketches have been prepared and delivered to the owner-developer of the proposed marina.

Result: All data have been reviewed and the Institute has been advised that construction is scheduled for early 1972. The marina will employ five workers.

NV-15-71 LOCATION OF A NEW BANK--Pitt County

Problem: An out-of-town bank, in preparing an application for a service territory in the largest city in an urban county, needed certain statistical data. The Institute was requested to provide the necessary data to the prospective bank.

Work Performed: The Institute staff compiled the data necessary and submitted it to the bank for their consideration.

Result: The bank has opened a new branch in the area and will employ six people initially.

NV-16-71 FEASIBILITY OF CONSTRUCTING A NEW MOTEL--Northampton County

Problem: Officials of a local bank requested the Institute to confer with local leaders in reference to the feasibility of building a new motel in a community in a rural county.

Work Performed: Local leaders met with an Institute staff member and discussed various aspects of motel markets, operation, and financing. They seemed to think that the presence of a motel would enhance industrial development chances in the area. The Institute completed a preliminary feasibility economic study for a 20, 30, and 50 room motel.

Result: As a result of the preliminary economic study which indicated a lack of market, the principals decided to discontinue their efforts, and the project was dropped.

NV-17-71 FINANCING OF A LAUNDRY--Beaufort County

Problem: Prospective operators of a laundry facility in a rural tidewater county requested assistance from the Institute to secure financing to purchase equipment and to renovate a building to house the proposed operation.

Work Performed: Conferences were held with representatives of an equipment supplier and a lending institution to determine the type of equipment needed and the amount of money, together with repayment schedules.

Result: Due to the financial condition of the prospective operators at this time, the project was dropped.

NV-18-71 FARM TRACTOR BUSINESS--Washington County

Problem: The prospective owner requested the Institute's assistance to obtain funds to begin a farm tractor business in a rural tidewater county.

Work Performed: The Institute is assisting the prospective owner in preparing the necessary information (estimates of building costs, blueprints, and specifications) for an application for a Small Business Administration loan.

Result: This project is ongoing. The businessman is presently considering seeking partners to obtain additional funds to establish the new business.

NV-19-71 NEW TRUCKING BUSINESS FINANCING--Pitt County

Problem: The Institute has been requested to provide assistance to secure funds to establish a trucking business in an urban county.

Work Performed: Applications have been forwarded to the Small Business Administration. After reviewing the application, additional information was requested by the SBA. A third interview with SBA officials is pending.

Result: This project is pending, awaiting final decision by the SBA. The approval of this loan would create an additional job with the potential for rapid expansion because of the many contracts being awarded to highway construction companies which need to rent trucks.

NV-20-71 MARINA DEVELOPMENT--Carteret County

Problem: The Institute was requested to furnish technical assistance to the prospective owner of a boat and motor sales business, which would be combined with the establishment of a marina in a coastal county.

Work Performed: The following information was provided for the prospective business owners: site location data, preliminary layout, and financing courses.

Result: Final negotiations for obtaining the property needed for this business are going on. Obtaining dredging permits has been an obstacle in this project, which hopefully will be overcome in the near future. Projections for this business, when it opens, are that three will be employed initially.

NV-21-71 MOTEL CONSTRUCTION--Carteret County

Problem: The owner of a motel under construction requested the technical assistance of the Institute concerning the best type of walls to be utilized for a beach motel.

Work Performed: The site was visited. Information was secured from experts in the construction field and forwarded to the owner within eighteen hours, as requested.

Result: The two story ocean-front motel is under construction. An undetermined number of jobs will be provided when the motel opens for business. In addition, the motel will attract other business to a previously isolated area of the coast.

NV-22-71 TECHNICAL ASSISTANCE-NEW BUSINESS--Pitt County

Problem: The Institute was requested to give technical assistance, including financing information, to a member of the minority race who wished to enter a coin-operated washerette business.

Work Performed: The site of the new business was visited and remodeling plans were completed. Franchise operators have presented cost and estimated operating projections. A conference was held with a Small Business Administration representative.

Result: The owner decided to enlarge his present business establishment and add the washerette to it, thus saving labor and transportation expense. The washerette is in operation with two people employed.

NV-23-71 FINANCIAL ASSISTANCE-HOME FOR THE AGED--Craven County

Problem: The Institute was requested to assist the prospective owner of a home for the aged in obtaining financial resources to begin a new business venture in an urban tidewater county.

Work Performed: Assistance was rendered in preparation of a presentation to a banker and a representative of the Small Business Administration, resulting in verbal approval of a loan by the bank with an SBA guarantee. Further assistance was given in preparation of the application for the loan.

Result: The prospective owner was unable to arrange mortgages to satisfy the bank and the attorney for an estate. The project has been dropped.

NV-24-71 SHOPPING CENTER, CONVENTION CENTER, APARTMENT COMPLEX--Pitt County

Problem: The Institute was requested by developers to supply data on a city in an urban county with respect to the market for a shopping center and a convention-motel center, along with a 500-unit apartment complex.

Work Performed: Data were submitted and site tours conducted on two separate occasions. Further visits to the community were made by the company. The Institute arranged the opportunity for the company to option two tracts of land (several hundred acres). The company is now working on a financing plan.

Results: The developer was unable to secure all the needed land; and as a consequence, the size of the center had to be reduced. Plans have been completed and leases signed. Construction of the first 200 apartments (to give the shopping center a basic market) will begin in September, with the shopping center to be started at a later date. No estimate of the economic impact of this project can be made at this time.

NV-25-71 DESIGN: MOBILE HOME PARK--Pitt County

Problem: A local contractor requested the Institute's assistance in designing a mobile home park for a 26-acre tract of land in an urban county.

Work Performed: A plot of the property was secured and design of the mobile home park was begun.

Result: Rather than build a mobile home park, the contractor-owner of the land decided to extend the nearby residential subdivision, which he owns. Approximately 30 persons will be employed while the houses are under construction.

NV-26-71 DESIGN: MOBILE HOME PARK--Onslow County

Problem: A realty company, with offices near a large marine base, requested the Institute's assistance in the design of a mobile home park. The park will be oriented to military base personnel.

Work Performed: Institute development specialists have completed the design for the mobile home park.

Result: A development package, including land and financing, has been put together by the realty company and purchased by a corporation that presently owns and manages several mobile home parks. The park will accommodate 201 families, and four persons will be employed full time.

NV-27-71 SHOPPING CENTER FEASIBILITY--Onslow County

Problem: A corporation interested in developing a shopping center in a small town in a coastal county will be assisted in determining such feasibility which will include size, type, number, and potential stores.

Work Performed: The Institute offered assistance in preparing examples of layouts and leases. Also, reports were sought from marketing and leasing firms, which are experts in the shopping center field.

Result: Shopping center experts reported that the location under consideration for the facility is unfeasible because of competition from a recently constructed shopping center in a nearby large city.

NV-28-71 FLOOR PLAN FOR AUTOMOBILE DEALERSHIP--Pitt County

Problem: A new automobile dealership in an urban county requested the Institute's assistance in laying out a floor plan that would allow for efficient use of an already constructed shell building. The layout had to conform to the manufacturer's standards.

Work Performed: A floor plan was drawn by Institute personnel and submitted to the dealer, who received approval from the national office.

Result: The new automobile dealership will open on August 1, 1971, employing 13 people.

NV-29-71 HOUSING AND EATING FACILITIES FOR TECHNICAL INSTITUTE--Pitt County

Problem: The President of a technical institute requested the Regional Development Institute to locate companies or persons who might be interested in providing housing and eating facilities for students.

Work Performed: Several companies and persons in housing and catering businesses, as well as investors who might be interested, have been contacted. Several have shown interest.

Result: Construction of a mobile home court near the technical institute is in the planning stage and will get under way in the immediate future. The court will accommodate 115 mobile homes, with first choice going to students at the institute. No catering firm has so far made a definite decision to provide eating facilities.

NV-30-71 DESIGN OF APARTMENT COMPLEX--Pitt County

Problem: A local contractor requested the Institute's assistance in designing an apartment complex and a commercial development on a 36-acre tract of land in an urban county.

Work Performed: After securing a plat of the property, an apartment complex containing 118 2-bedroom apartments was designed. Other features of the development include: 14.8 acres set aside for commercial use, parking area for 224 vehicles, 1.25 acres planned for recreation, areas of open space, and covered storage for renters.

Result: This project will be started as soon as funding is finalized. The project will cost approximately \$1,210,000, part to be funded by FHA. Two people will be employed on a permanent basis, and 30 jobs will be created during the construction period.

NV-31-71 DESIGN: MOBILE HOME PARK--Pitt County

Problem: A local contractor requested the Institute's assistance in properly designing a mobile home park on a 17-acre tract of land in an urban county.

Work Performed: A plat of the property was secured and preliminary work on the design was completed.

Result: Because of other business commitments, the land owner has decided not to develop his mobile home park at this time.

BUSINESS STABILIZATION





BUSINESS STABILIZATION PROJECTS

BS-01-70 TRUCKING OPERATION FINANCING FOR STABILIZATION-- Greene County

Problem: The owner of a trucking company from a rural county, in financial straits, requested that the Institute furnish advice and assistance in the mechanics of securing financing necessary to continue to operate six trucks.

Work Performed: Attempts by the Institute to arrange bank financing for this faltering business have been unsuccessful. The operator has been advised to cease any further expansion, reduce his debt, and improve his equity position. When this is successful, the Institute will seek further sources of funds.

Result: This trucker is continuing to operate at full capacity during the summer and fall agricultural seasons. However, unless ample funding at low-interest rates is obtained in the near future, he will be forced to liquidate.

BS-03-70 SHOPPING CENTER PROMOTION PROGRAMS--Pitt County

Problem: The retail promotion department of a shopping center sought programs which would increase retail sales for merchants in the center.

Work Performed: The Institute secured retail promotion ideas and programs from trade organizations for the director of the shopping center.

Result: A successful advertising campaign will naturally increase the volume of retail sales at the shopping center, thus improving the general economy of the area.

BS-04-70 DIVERSIFICATION OF TIMBER HOLDINGS--Hyde County

Problem: A real estate agency, representing a corporation with vast timber holdings, requested suggestions from the Institute as to the best means of disposing of 75,000 acres of timber holdings. A large operating sawmill, located on the property, proved to be unprofitable.

Work Performed: After reviewing information available about this tract of land, the Institute undertook the design of a recreation complex for the area. (Reported in SP-29-70). However, a comprehensive study of the whole problem is presently being carried out by a national consulting firm.

Result: This Institute is no longer involved in this project.

BS-05-70 MANAGEMENT COUNSELING IN FOOD SERVICE FIELD-- Carteret County

Problem: Management counseling for a resort restaurant operator in a coastal county was requested in an effort to improve management techniques, attract additional trade, and otherwise assist in stabilizing business operations.

Work Performed: The Institute arranged for the publication of promotional materials prepared a new menu, and advised the management on sources of materials and supplies to improve the appearance of the establishment.

Result: The operator gave up operation of the restaurant in order to purchase one in another section of the county. The owner of the premises closed the restaurant instead of finding new management. The project was discontinued.

BS-01-71 CHEMICAL SUPPLY PURCHASING CONTRACT--Pitt County

Problem: A chemical sales company, which employs eight people, requested the Institute's assistance in having the company placed on the State Purchasing Office list of bidders.

Work Performed: The proper state officials were contacted, and the chemical sales company submitted its official request to be placed on the bidder's list.

Result: The chemical sales company is currently submitting successful bids to the State of North Carolina for substantial orders.

BS-02-71 BROCHURE DESIGN-RESTAURANT-MOTEL-CAMPGROUND--
Carteret County

Problem: As requested by owners of a tourist complex, the Institute assisted in the development of promotional material for the enterprise, which is in a coastal county.

Work Performed: Layout sketches were completed for a brochure promoting a tourist complex, including a motel, restaurant, and campground. Also, suggestions for an advertising campaign were submitted to the owner.

Result: The brochure has been printed and distributed. It is impossible to determine the concrete results of this type of project.

BS-03-71 TV-APPLIANCE BUSINESS--Pitt County

Problem: Because of the age of the present owner, a TV-appliance business employing three people in an urban county is in danger of going out of business if not purchased in the near future. The Institute has been requested to furnish management and financing information to a prospective buyer.

Work Performed: After the Institute had taken preliminary steps in assisting the prospective buyer to arrange financing of this business, it was decided to delay any further action until the economy of the area improved.

Result: The buyer is still interested in the business; however, the Institute has dropped this project until economic conditions warrant further action.

BS-04-71 LAND DEVELOPMENT CORPORATION--Pasquotank County

Problem: A corporation officer of a land development firm in an urban tidewater county requested the Institute to seek funds to assist the corporation to continue operations or to find a purchaser.

Work Performed: The Institute contacted banks, savings and loan corporations, and private investors who might have an interest in becoming a partner in the corporation and injecting needed operating capital. However, the corporation made its own arrangements with outside investors to purchase the entire holding of the company.

Result: It was of major importance that this corporation not go into bankruptcy in order to maintain confidence of the public in such land developments. The project is being fully developed by its new owners; however, it is impossible at this time to determine the number of new jobs which will be created.

BUSINESS EXPANSION





BUSINESS EXPANSION

BE-01-70 TOBACCO MARKET DEVELOPMENT--Pitt County

Problem: The Institute was requested to prepare a market impact report, justifying the demand for additional government tobacco graders and company buyers on a local market in an urban county.

Work Performed: A statistical report was prepared for the local tobacco board of trade, and assistance was given by members of the Institute staff during a public hearing conducted by the U. S. Department of Agriculture.

Result: A second public hearing was held on this matter, and results are now being awaited.

BE-02-70 CONSTRUCTION INFORMATION--Pitt County

Problem: A financially successful owner-operator of a construction equipment leasing business sought information on economic conditions in Eastern North Carolina in order to make a decision on expanding his business. The owner-operator had entered this business one and one-half years earlier, after obtaining information and technical assistance from this Institute.

Work Performed: Conferences were held at which the owner acquainted himself with the existing financial status and expansion predictions in Eastern North Carolina, with special regard to construction and land development.

Result: The feasibility of expanding a heavy equipment business during a decline in construction in Eastern North Carolina is highly questionable at this time. However, this individual has gone into general leasing and has three new employees.

BE-01-71 BUSINESS EXPANSION--Pitt County

Problem: The owner of an advertising agency, which this Institute assisted in starting, requested further assistance in an expansion.

Work Performed: The Institute reviewed their present methods of operation, and recommended changes in fees and new market areas. The Institute also advised in the preparation of a brochure which outlines their services.

Result: During the reporting period, two additional employees have been added to their payroll.

BE-02-71 FHA APPROVAL, MODULAR HOUSING--Carteret County

Problem: A mobile home manufacturer in a coastal county requested the Institute to assist in obtaining approval of a modular housing plan from the Federal Housing Authority, the Veterans Administration, and the Farmers Home Administration.

Work Performed: The Institute has made arrangements for company engineers and FHA architects to meet and agree on specifications for the manufacture of modular housing units.

Result: The State of North Carolina has granted provisional approval for FHA and VA loans on these units, and federal approval is expected at an early date. FHA approved modular homes meet a desperate housing need in Eastern North Carolina. The manufacturer anticipates a 50 per cent increase in sales as a result of receiving FHA/VA and Underwriters Laboratories, Inc. approval. An additional 125 jobs will be created.

BE-03-71 FINANCIAL ASSISTANCE TO EXPAND AUTO CARPETING FIRM—Pitt County

Problem: The Institute was requested to arrange financial assistance for the expansion of an auto carpeting firm in an urban county.

Work Performed: The Institute arranged for conferences between the principal and Small Business Administration officials, preliminary to the filing of an SBA loan application. Data is presently being compiled for the application by Institute personnel. A corporation is being formed.

Result: Requests for SBA funds are pending. Meanwhile, four employees are continuing on the job, and business expansion will create employment for four more persons.

BE-04-71 FINANCING FOR TRUCKING EXPANSION—Onslow County

Problem: The owner-operator of a trucking firm in an urban coastal county requested the Institute to provide technical assistance to secure a loan for expansion of his business.

Work Performed: The Institute compiled the necessary data and assisted in completing an application for a bank—Small Business Administration loan.

Result: The Small Business Administration approved a bank participation loan in the amount of \$25,000. Resulting expansion of the company has created two new jobs.

BE-05-71 APPLICATION FOR FHA APPROVAL OF MODULAR HOUSING—Carteret County

Problem: The Institute was requested to assist a mobile home manufacturer in a coastal county obtain Federal Housing Authority, Veterans Administration, and Farmers Home Administration approval for a modular housing plan.

Work Performed: Requests have been made by the Institute to the Federal Housing Authority for information on obtaining FHA/VA approval.

Result: This project has just been undertaken, and the Institute is presently awaiting response from FHA.

BE-06-71 MANUFACTURER OF LUMBER PRODUCTS—EXPANSION—Bertie County

Problem: An established manufacturer of lumber products in a rural county requested technical assistance concerning expansion possibilities in the lumber marketing field.

Work Performed: The Institute suggested that the manufacturer study the European market for possible new products for his firm to make. Since returning from Europe, he is continuing to explore additional markets for expansion prospects.

Result: The manufacturer has made no definite commitment to expand his business at this time. He is still exploring marketing opportunities and awaiting an upturn in economic conditions.

BE-07-71 FINANCIAL ASSISTANCE TO EXPAND LAUNDRY AND DRY CLEANING SUPPLY COMPANY—Pitt County

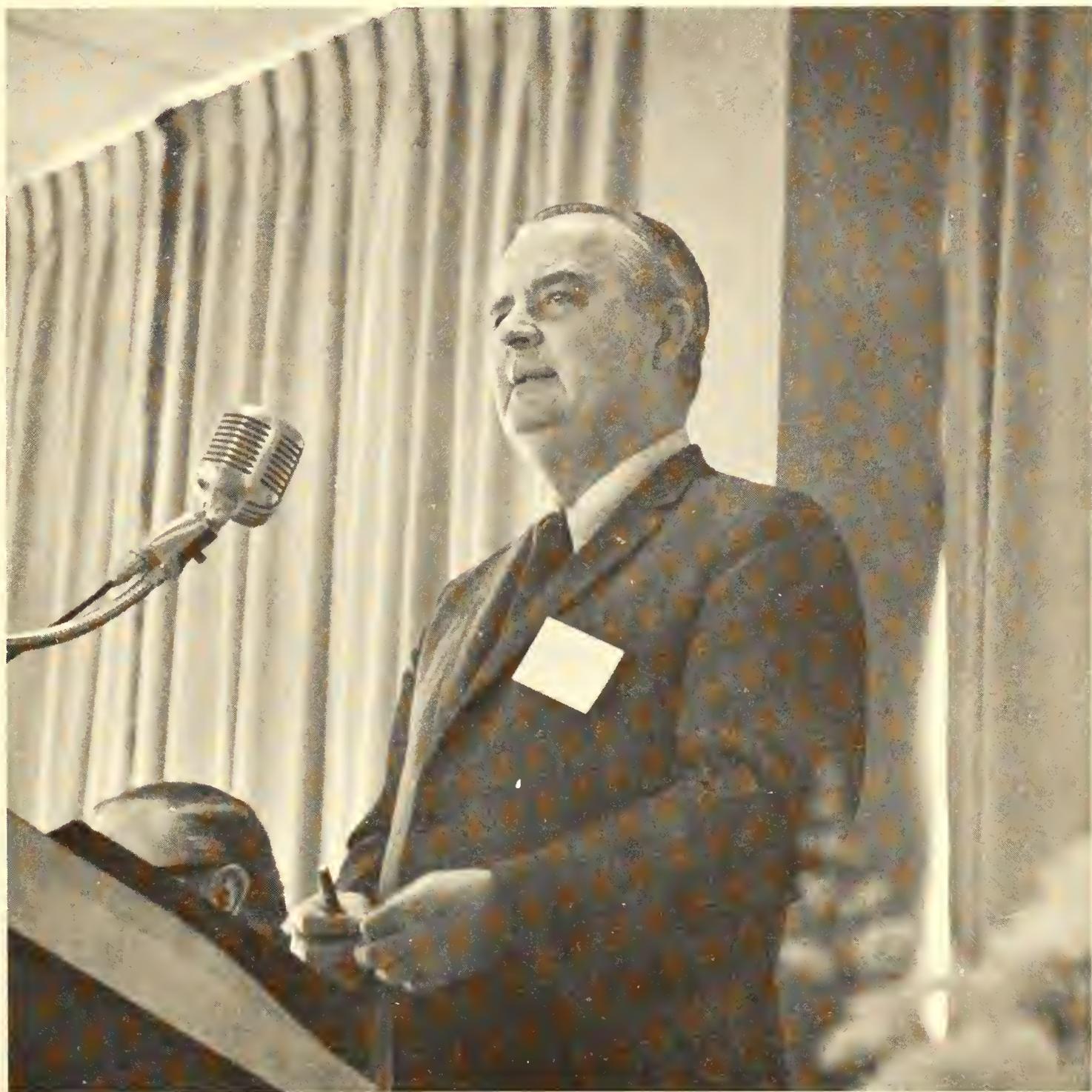
Problem: The Institute was requested to arrange financial assistance to expand a laundry and drycleaning supply business in an urban county.

Work Performed: During the present contract year, the Institute assisted a minority stockholder in acquiring adequate financing, through a \$40,000 loan, to purchase a dry-cleaning supply business. At a later date, during this contract year, the principal again requested the Institute's assistance, this time in the preparation and submission of a bank participation-Small Business Administration loan to finance the expansion of his business. The Institute carried through with this request.

Result: In June of this year, an SBA guaranteed loan in the amount of \$100,000 was received from a local bank. An anticipated sales increase means continued employment of eight people, with an expected increase to eighteen.



SPEECHES





SPEECHES

PA-01-70 SPEECH TO ALBEMARLE AREA DEVELOPMENT ASSOCIATION Chowan County

Problem: The Director of the Institute delivered a speech on area development to an area development association.

Work Performed: A speech was made recommending this ten-county association organize under the EDA District Program guidelines and establish a small staff until EDA funds are available.

Result: The Albemarle Area Association pursued the intents of this speech, and the new ten-county Albemarle Area Economic Development District was formed. It has been funded by EDA, a staff has been hired, and the district is in business.

PA-02-70 PUBLIC SPEECHES--Hertford County

Problem: A staff member completed two speeches in a rural county to inform the public on subjects of economic development.

Result: The speeches served as motivation for local citizens to become involved in economic development programs in their area.

PA-03-70 THE ECONOMIC FUTURE OF EASTERN NORTH CAROLINA-- Lenoir County

Problem: A staff member of the Institute spoke to a professional organization, vitally interested in economic expansion, on the regional economic trends in Eastern North Carolina, as seen through Institute activities.

Work Performed: The speech centered around the two possible economic routes to be taken by Eastern North Carolina: (1) a static or downward trend, (2) an application of energies toward industrial, commercial, and leisure activities.

Result: This speech served as a means of informing the public on present and future economic trends in Eastern North Carolina.

PA-04-70 FUNCTIONS AND SERVICES OF THE INSTITUTE--Craven County

Problem: A staff member of the Institute spoke to members of a Rotary Club on the functions and services available at the Institute.

Result: This speech served as a means of informing the public.

PA-05-70 PUBLIC SPEECH--Pitt County

Problem: A staff member of the Institute was requested to inform a local civic club of the various economic development programs carried out by the Institute. The purpose of these speeches was to inform the general public on subjects of economic development.

PA-06-70 VOCATIONAL TRAINING--Bertie County

Problem: The Director of the Institute was requested to make a speech to a county economic development commission. The purpose of this speech was to convince the local county school officials that a vocational training curricula should be established to train students of marginal aptitude for meaningful employment.

Result: As a result of this speech a meeting was scheduled between a representative of the Institute and county school officials. A vocational training program has been established in the schools whereby students get assembly-line training under actual working conditions in nearby industrial plants.

PA-01-71 SPEECH — ANNUAL BANQUET OF A CHAMBER OF COMMERCE AND MERCHANTS ASSOCIATION—Pitt County

Problem: The Executive Director of the Chamber of Commerce and Merchants Association in an urban county, requested the Director of the Institute to present a speech at the association's annual meeting.

Work Performed: The director made a speech and discussed the preparation of a ten-year economic development plan for the community.

Result: The Chamber of Commerce determined that they would establish their first ten-year economic plan.

PA-02-71 SPEECH — ROTARY CLUB—Pasquotank County

Problem: The President of the Rotary Club requested the Director of the Institute to speak to their organization and other officials of the community.

Work Performed: The speech was delivered which outlined the activities of the Institute as well as urging the community to become active in economic development projects in their area.

Result: The speech has served to motivate the community to become more involved in their economic development projects.

PA-03-71 CHAMBER OF COMMERCE—Martin County

Problem: The Executive Director of the Chamber of Commerce requested the Director of the Institute to speak to their directors and other officials of the community.

Work Performed: The speech was delivered, which outlined the activities of the Institute as well as urging the leadership of the community to become more active in development work.

Result: The speech has served to motivate the community to become involved in their economic development endeavors.

PA-04-71 DEVELOPMENT OF BETTER CAMPGROUNDS—Regional

Problem: A representative of the Institute was requested to address members of the Campground Owners Association of Eastern North Carolina at the annual meeting of the organization.

Work Performed: The Institute staff member spoke to members of the Campground Owners Association of Eastern North Carolina, emphasizing the following points: increasing number of tourists in Eastern North Carolina, the necessity of formulating campground standards, methods of increasing membership in the association, the desirability of a statewide organization, and means of influencing state agencies to increase campground advertisement.

Result: The Campground Owners Association of Eastern North Carolina initiated a request to the N. C. State Highway Commission to add the word "CAMPING" to service signs on interstate highways throughout the state. Also, the Campground Owners Association has become a statewide organization.

SEMINARS AND CONFERENCES





SEMINARS AND CONFERENCES

SC-01-70 SAFETY COUNCIL CONFERENCE--Regional

Problem: The Institute was requested to assist officials of a regional industrial safety council with their plans to implement a training conference.

Work Performed: Organizational requirements were completed and local meeting and dining facilities were secured for a one-day industrial safety conference.

Result: This is an annual event in which the Institute takes part.

SC-02-70 HOUSING CONFERENCE--Regional

Problem: The Institute was requested to assist officials of a state housing corporation in their plans to inform appropriate persons of the corporation's program of loans to developers and purchasers of residences.

Work Performed: The Institute secured meeting facilities and mailed meeting invitations to builders, developers, real estate offices, and bankers in a three-county area. More than 50 persons from the area attended the conference.

Result: Participants within the three-county area that attended the housing conference were made aware of the types of financing available for residential construction.

SC-03-70 EXECUTIVE DEVELOPMENT SEMINAR--Regional

Problem: Executive managers need to have a broad general knowledge of the functional areas of business. There is a need to keep informed of new developments in management technology, organization concepts, and decision making. For example, the greatly expanded role for accounting and mathematical tools by the development of high speed computers should be discussed with executives. Financial reports, profit planning and control, basic guidelines for market decisions, the expanding role of scheduling and distribution, and problems of broad financial policy need to be explored by executive managers.

Work Performed: In cooperation with the East Carolina University School of Business the content and format of the curriculum of the seminar was determined and built around the needs and qualifications of potential participants. Thereafter a schedule of conference dates was determined which consisted of ten one-day discussion sessions. Also, discussion leaders were selected on the basis of their abilities and competencies in the various subject matter fields.

Result: Eighteen participants for this seminar registered, attended, and were presented with their certificates of completion of the East Carolina University Executive Development Seminar. This is an annual project for the Institute.

SC-04-70 MANPOWER DEVELOPMENT CONFERENCE--Pitt County

Problem: The objective of this project is to advise interested persons, by conference techniques, on manpower problems and manpower development programs available from the N. C. Manpower Development Corporation.

Work Performed: The mechanics of holding a manpower development conference were completed.

Result: The conference was cancelled because of the shortage of participants from the area industries, which were in full operation during the busiest season of the year.

SC-01-71 SEMINAR-WATER AND AIR CONTROLS-Regional

Problem: Many state and federal regulations have been initiated concerning water and air controls and other environmental matters. Local officials have difficulty in completely understanding their responsibilities for environmental controls, as they relate to industry, commercial ventures, etc.

Work Performed: In cooperation with the N. C. Department of Water and Air Resources and the Division of Commerce and Industry, the content and format of the curriculum of the seminar were determined. Also, discussion leaders were selected on the basis of their abilities and competencies in the various subject matter fields. A schedule of conference dates was determined, which consisted of a two-day session.

Result: One hundred-fifty officials from Eastern North Carolina attended the two-day session. Those attending obtained valuable knowledge as to their responsibilities on a local community level for the control of water and air pollution. In addition, they became better equipped to assist in the administration of local, state, and federal regulations on this subject. The Institute is presently assembling copies of the addresses made for inclusion in a publication on the conference.

SC-02-71 COASTAL PLAINS PLANNING CONFERENCE - Regional

Problem: The Coastal Plains Development Association, with their six operating divisions, presented their committee objectives for the upcoming year.

Work Performed: A member of the Institute staff attended this conference. The various division chairmen presented their objectives and goals relating to conservation, planning, and development with the six-county association area.

Result: From time to time as their plans progress, the Institute will assist in implementing their objectives.

SC-03-71 CONFERENCE ON CONSERVATION AND DEVELOPMENT-Regional

Problem: A conference was scheduled to review the various city and county governments' responsibilities for conservation, planning, and economic development.

Work Performed: A member of the Institute staff attended the conference. Various individuals from state and local governments discussed problems relating to conservation, planning, and economic development. The emphasis seemed to be upon encouraging local governments to be involved in long range planning for all phases of development.

Result: Those in attendance received a better understanding of their responsibilities toward conservation, planning, and economic development.

SC-04-71 PLANNING CONFERENCE - Regional

Problem: Lake Gaston and Kerr Lake are surrounded by more than one county and more than one state. Problems continue to come up concerning zoning, subdivision regulations, solid waste disposal, health, recreation, law and order, and numerous other matters which need coordination.

Work Performed: A member of the Institute staff attended a conference which included representatives of the various counties in both the State of North Carolina and Virginia to discuss the above problems.

Result: A better understanding has been accomplished, and both state and county agencies are well on their way to coordinating a workable plan acceptable to all which will control zoning, subdivision regulations, solid waste disposal, health matters, recreation, and law and order.

SC-05-71 MEDICAL INFORMATION CONFERENCE--Regional

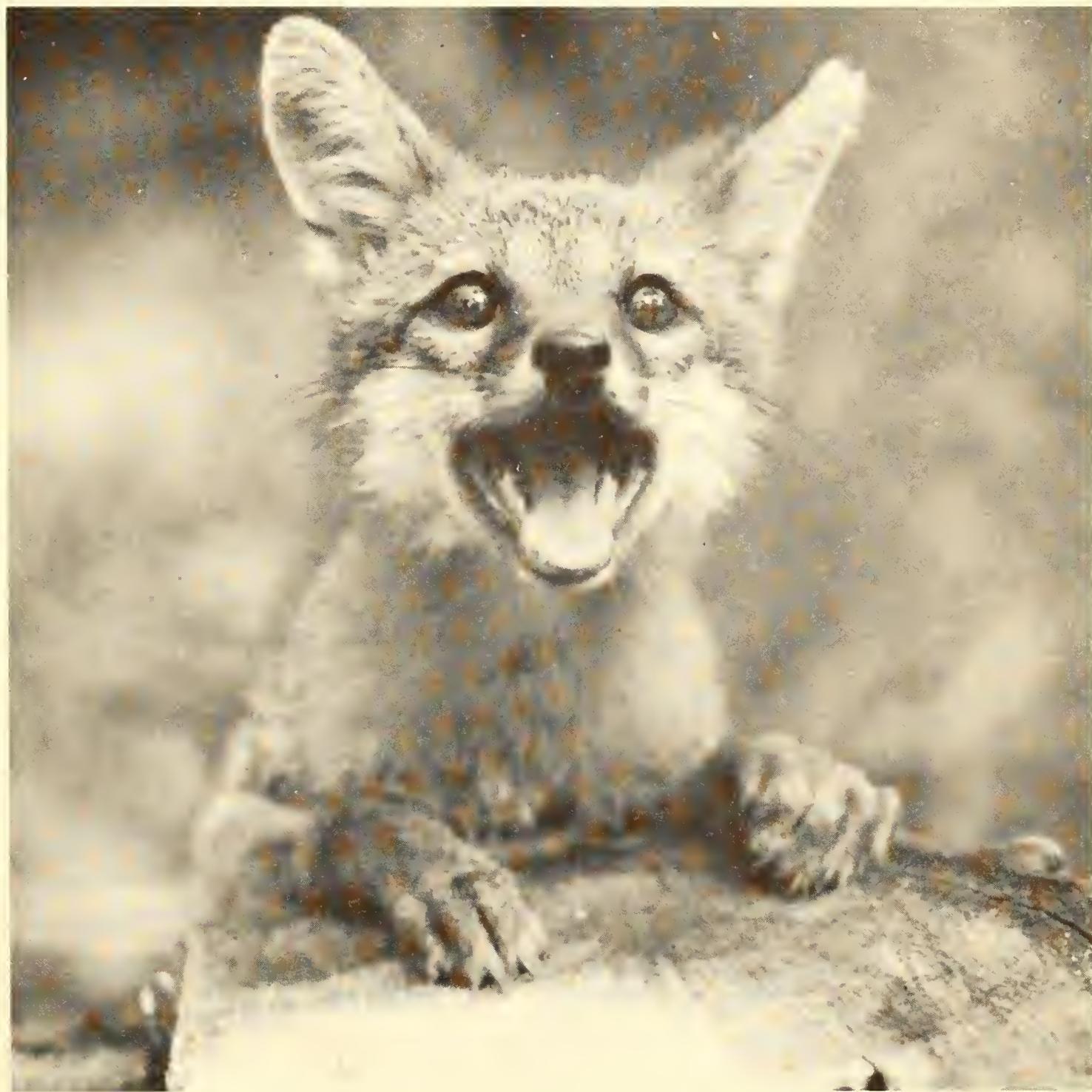
Problem: A Chamber of Commerce requested assistance from the Institute to arrange a conference on the medical needs of Eastern North Carolina.

Work Performed: The Institute assisted in raising funds, preparing a program, and supplying an invitation list for this conference.

Result: More than 250 community leaders attended the conference. The medical needs of Eastern North Carolina were pointed out, and a steering committee to work on these needs was appointed.



OTHER





OTHER

O-01-70 IMPROVING THE CHANNEL OF THE ROANOKE RIVER—Regional

Problem: A member of the Institute staff participated in a program in which the Corps of Engineers made public their plans for improving the channel of the northern section of the Roanoke River.

Work Performed: Approximately 200 individuals were in attendance at a program conducted by the Corps of Engineers relative to their plans for improving the channel of the river. An Institute staff member who appeared on the program presented data concerning existing industrial sites along the river and the potential barge traffic to be generated by proposed river channel improvement.

Result: This engineering project will be in the planning stages by the Corps of Engineers for approximately three years. The Institute will continue to work on this project.

O-02-70 PUBLIC HEARING, CHOWAN RIVER BASIN—Regional

Problem: An Institute staff member represented Eastern North Carolina at an area public hearing conducted by the U. S. Corps of Engineers in Franklin, Virginia, concerning a long range, in-depth study of the Chowan River Basin. A study will be made of navigation, wildlife, fishing, and use of water by towns adjacent to the river.

Work Performed: A staff member attended the public hearing.

Result: The study by the Corps of Engineers is presently under way. Improvement of the channel for navigation on the Chowan and Meherrin Rivers will open a large area to industrial improvement.

O-03-70 INDUSTRIAL WORKSHOP FOR SECONDARY MANAGEMENT—Pitt County

Problem: Industry officials requested the Institute to assist in planning a training program for secondary management.

Work Performed: An Institute staff member assisted in the planning and made physical arrangements for a training program for secondary management personnel.

Result: A one-day workshop was held on the East Carolina University campus, with 75 industrial management participants from Eastern North Carolina taking part.

O-04-70 TOUR OF INDUSTRIES—Pitt County

Problem: A business management organization requested assistance from the Institute in scheduling a tour of the industries in an urban county.

Work Performed: The Institute handled the scheduling of the tour as requested.

Result: An inspection tour of industries in the county enlightened members of the organization as to the methodology of various manufacturing processes.

O-05-70 GUIDANCE TO UNIVERSITY CENTER, WESTERN CAROLINA UNIVERSITY

Problem: Assistance in the establishment and staffing of a new Economic Development Administration sponsored university center at Western Carolina University was requested by its new director.

Work Performed: Several conferences were scheduled at the Institute to discuss program possibilities, selection of qualified staff members, and development of a policy approach for the Western Carolina University Center. Examples of various types of projects were cited to provide an insight into the working of this Institute under its Technical Assistance contract with EDA. Staff positions were reviewed, responsibilities were explained, and advice was rendered on the selection criteria.

Result: Liaison was established with this new economic development center, thus creating a flow of ideas and methodologies on economic development.

O-06-70 EASTERN NORTH CAROLINA MAGAZINE—Regional

Problem: The publication of an Eastern North Carolina magazine is a project initiated by this Institute to focus attention on industrial, commercial, and cultural events occurring in the area, and in general, to draw attention to the "good living" in the coastal region of the state.

Work Performed: The Director of the Institute is presently making arrangements to finance this quarterly magazine. A faculty member of East Carolina University is compiling information for the first edition.

Result: When the magazine is published, it will serve as an effective advertisement for the region, if placed in the hands of community leaders, state agencies, as well as in lodging places for visitors.

O-07-70 ADVISORY PROGRAM TO A COUNTY GOVERNMENT—Currituck County

Problem: The Institute was requested by the board of commissioners of a rural coastal county to advise county officials and local leaders on existing and future programs for economic development.

Work Performed: The Institute initiated an advisory program, as requested.

Result: County leaders have taken the first steps toward planning for economic development. Hopefully, on a long range basis, their planning will lead to the creation of employment opportunities and improved economic conditions in the area.

O-08-70 FORMATION OF ECONOMIC DEVELOPMENT DISTRICT—Subregion 2

Problem: The Institute was requested to provide advice and assistance to the Albemarle Area Development Association and the Economic Improvement Council in the submission of a proposal to the Economic Development Administration for structuring and funding the Albemarle Area Economic Development District.

Work Performed: Necessary data was supplied for applications to EDA for structuring and funding the proposed economic development district, and assistance was rendered in preparing the formal application.

Result: The ten-county Albemarle Area Economic Development District was formed, a staff has been hired, and the District is functioning.

O-01-71 FORMATION OF A GOLFING ASSOCIATION—Regional

Problem: Several golf course owners requested assistance from the Institute to determine the feasibility of organizing a golfing association for the entire State of North Carolina.

Work Performed: Preliminary investigations were conducted with several golf course owners in selected areas.

Result: There was not sufficient interest among present golf club owners to form an association. Therefore, the project was dropped.

O-02-71 GREAT DISMAL SWAMP STATE PARK—Subregion 2

Problem: The Superintendent of North Carolina Parks requested assistance from the Institute to prepare a preliminary master plan of more than 13,000 acres of the Great Dismal Swamp as a State Park.

Work Performed: Very preliminary plans and discussions have been completed.

Results: This project will be initiated in early 1972.

O-03-71 FORMATION OF A LOCAL DEVELOPMENT CORPORATION
Currituck County

Problem: The officials of a rural tidewater county requested the assistance of the Institute to organize a local development corporation.

Work Performed: Sample local development corporation forms were presented in order that their attorney could use them as a guide to draft the necessary documents.

Result: The community has formed a local development corporation which will be used as a tool in many of their economic development endeavors.

O-04-71 GOVERNOR'S COMMITTEE ON TECHNICAL ASSISTANCE—Regional

Problem: Governor Scott has appointed a state-wide committee to study the various agencies involved in technical assistance to business with the objective of recommending better correlation methodology. The Institute was included and was requested to participate in a conference dealing with this matter.

Work Performed: On May 24, 1971, the Institute was represented at a state-wide conference held at Wrightsville Beach, North Carolina, to further discuss the State Technical Services program. A study of this program conducted by the Research Triangle Institute was reviewed by those in attendance and recommendations offered. Also, considerable discussion revolved around forming a state association of those agencies offering technical services to business. A committee was appointed (including a member of the Institute staff) to compile a list of all state agencies involved in technical services to business and to make recommendations concerning the formation of an association. The next meeting is scheduled for August, 1971.

Result: The committee has met in July, and recommendations concerning the formation of a state-wide association and other matters will be presented during the August meeting to all state-wide representatives in attendance.

O-05-71 TELEVISION PROGRAM—Subregion 4

Problem: A television station requested the Director of the Institute to participate in a 30-minute TV program to encourage economic development in their area.

Work Performed: The Director participated in the 30-minute TV program and encouraged local community leaders to become involved in economic development in their communities.

Result: The appearance on TV will serve to motivate the communities to become involved in their individual problems.

O-06-71 SHELTERED WORKSHOP DORMITORIES—Pitt County

Problem: The Eastern North Carolina Sheltered Workshop was established to train for employment the trainable physically and mentally handicapped in Eastern North Carolina. The lack of dormitory space was hampering recruitment efforts. Workshop management called upon the Institute for assistance.

Work Performed: The Institute arranged for two mobile home manufacturers to design dormitories and submit prices to the workshop management.

Result: The management of the workshop has ordered five of the 70-foot dormitories and a lounge unit. The new capacity will now allow an additional sixty-five handicapped persons to be trained during each session.

O-07-71 COMMUNITY DATA REQUESTS--Regional

Problem: The Institute furnished comprehensive community data on 352 occasions on request from persons and agencies in the region.

Work Performed: Replying to telephone and letter requests from persons throughout the region, the Institute staff members used library and other informational sources to provide community data to county and city officials, organizations administering poverty programs, mental health centers, community and county development groups, University personnel, state agencies, and others.

Result: The impact of this informational service upon the development of the region cannot be determined.

EVALUATION

During the two year grant period, 260 separate projects were undertaken. Through this effort, 1,730 jobs were created, including actual jobs, jobs stabilized, and potential jobs. In addition, many more jobs will result in the years that follow either directly or indirectly from the efforts expended. An attempt at measuring their number at this point would be unrealistic.

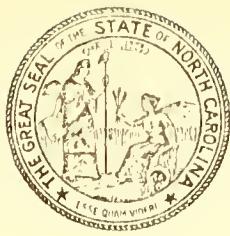
The 1,730 jobs created during the grant period were generated from an EDA expenditure of \$135,938, the amount of the grant. Considering those jobs presently created plus those stabilized or saved, this total of 1,077 jobs reflects a per job expenditure of \$126. When the number of potential jobs is added, the per job expenditure is less than \$79. Assuming that the average payroll for these jobs only meets the Federal minimum wage, the amount of the EDA grant will generate payrolls more than 26 times larger than itself during the first year.

The East Carolina University Regional Development Institute has become firmly established in the region, the state, and the nation, as a leader in economic development. The State of North Carolina, in recognition of the Institute's value, has appropriated increasing amounts each year for its operation. At the present time, when the EDA support is at an end, the Institute can continue in its present form with this state support.

APPENDIX I

NORTH CAROLINA MULTI-COUNTY PLANNING REGIONS





STATE OF NORTH CAROLINA
GOVERNOR'S OFFICE
RALEIGH 27602

ROBERT W. SCOTT
GOVERNOR

EXECUTIVE ORDER
Number 3

WHEREAS, the effective implementation of local, State, and Federal planning and development activities can be improved by the establishment of a system of multi-county planning regions;

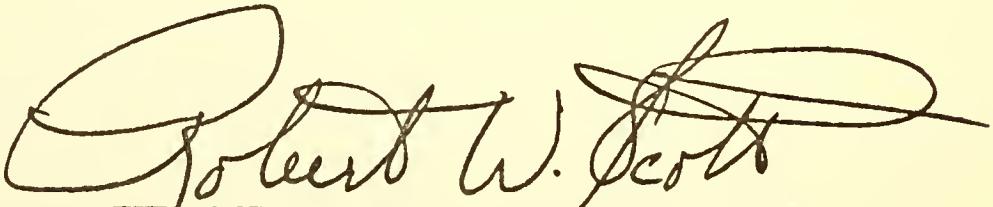
AND WHEREAS, the creation of such regions will facilitate delivery of better public services to our people;

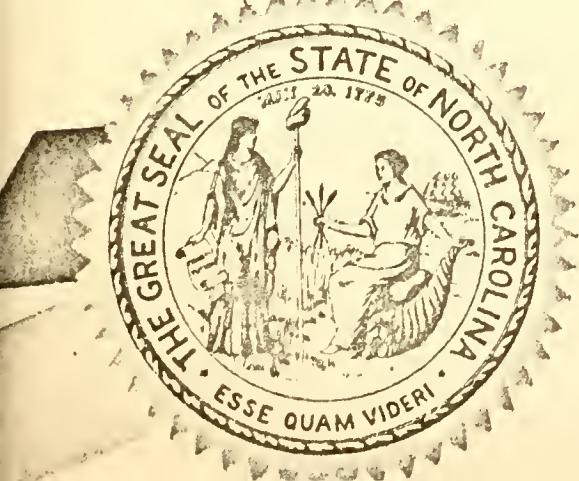
AND WHEREAS, the 1969 General Assembly enacted legislation (G. S. 143-341) defining a function of the North Carolina Department of Administration as that of working cooperatively with counties, cities, and towns, and Federal government, multi-state commissions and private agencies and organizations, in developing a system of multi-county planning regions to cover the entire State;

AND WHEREAS, the Federal government since 1966 has directed its agencies to adapt their programs consistent with planning regions designated by the Governor of each State.

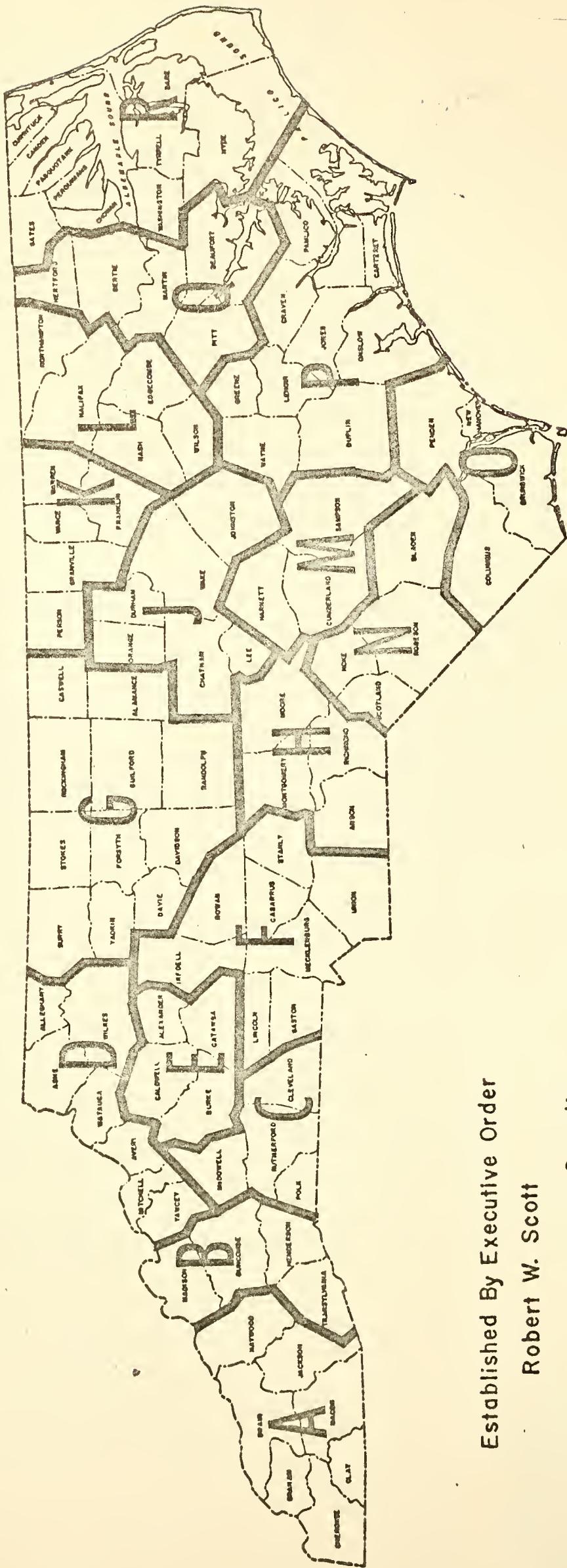
NOW, THEREFORE, I, Robert W. Scott, under and by authority vested in me as Governor of the State of North Carolina, do hereby designate the seventeen planning regions recommended by the North Carolina Department of Administration, illustrated on the attached map which is a part of this Order, as the system of multi-county planning regions for the State of North Carolina.

Done at Raleigh, North Carolina, this seventh day of May, 1970.


Robert W. Scott
Governor of North Carolina



NORTH CAROLINA MULTI-COUNTY PLANNING REGIONS



Established By Executive Order

Robert W. Scott

Governor Of North Carolina

May 7, 1970

APPENDIX II
BIBLIOGRAPHY

BIBLIOGRAPHY

WILMINGTON AREA GROWTH TRENDS. 1969

At the request of the Long-Range Planning Committee, Greater Wilmington Chamber of Commerce, statistical data were abstracted by the staff of the East Carolina University Regional Development Institute to provide growth indicators for the City of Wilmington, New Hanover County, Brunswick County, and Pender County.

REGIONAL MARKET REPORT IN A RADIUS OF 100 MILES FROM ROANOKE RAPIDS, NORTH CAROLINA. 1969

The report was to provide potential investors in industrial and commercial enterprises with statistical data and conclusions on the impact of some market resources within a one hundred mile radius of Roanoke Rapids, North Carolina; thereby, stimulating decisions to further study the feasibility of investing in new economic opportunities. The report includes basic market information in the fields of human markets, income markets, sales markets, employer markets, housing and household markets, financial markets, educational markets, and general resources.

COMPREHENSIVE CONSUMER CHARACTERISTICS, GATES COUNTY, NORTH CAROLINA. 1969

The Gates County Development Commission conducted a consumer analysis survey through the county schools and the questionnaires were returned to the East Carolina University Regional Development Institute for processing through the University Computing Center. The study delineates several different types of consumers residing in Gates County and highlights the geographic areas in which the major portions of the consumer's income is spent. Another portion of the study reveals certain commodity classes and services which consume a large fraction of the consumer income, and the inter-relationship between these two phases of the study is emphasized. Another section of the study was designed to sample consumer evaluations of the quality of the goods and services available.

AN EXPLORATORY STUDY OF THE RELATIONSHIP BETWEEN HURRICANES AND STRUCTURAL PROPERTY DAMAGE IN DARE COUNTY, NORTH CAROLINA. 1969

The Outer Banks of North Carolina has a widespread reputation as one of the leading ocean recreation areas in the Eastern United States. This reputation is due to its geographic situation as a barrier reef in the Atlantic Ocean. This same feature causes the area to be associated with North Atlantic hurricanes. From such associations, there is a widespread belief that the area is subject to an inordinate element of hurricane damage risk, and this has been a deterrent to development in that it has affected such things as securing insurance, securing mortgage capital and has affected the construction industry. This study establishes factual information in regard to the relationship of hurricanes and resultant property damages in Dare County, North Carolina, and, more specifically, is an analysis of the risk to which Dare County structural property is exposed by virtue of North Atlantic hurricanes.

EASTERN NORTH CAROLINA OVERLAND TRANSPORTATION. 1969

The material contained in this publication is an inventory of transportation available for the overland movement of freight from, to, and/or within Eastern North Carolina as of January 1, 1969.

EMPLOYMENT ..FRINGE BENEFITS...LENOIR, GREENE AND JONES COUNTIES. 1969

This study is a result of a survey conducted by the Kinston/Lenoir County Chamber of Commerce. Businesses and industries will find in this study information which can be

valuable in the evaluation of their employment trends, employee benefits, salary ranges, and other employment practices in relation to their competition and other employers in the area.

NEUSE RIVER ECONOMIC DEVELOPMENT DISTRICT FIRST STAGE OVERALL ECONOMIC DEVELOPMENT PROGRAM. 1969

This study, based on review and analysis of existing data and reports, general field surveys and interviews with local interests, attempts to provide the nine counties of the Neuse River Economic Development Commission with a general development plan for optimum economic development of the area. The purpose of this plan is to serve as a point of departure for those who must shoulder responsibility for guiding the future development of the District.

MID-EAST ECONOMIC DEVELOPMENT DISTRICT FIRST STAGE OVERALL ECONOMIC DEVELOPMENT PROGRAM. 1969

This plan for the economic development of a multi-county complex includes an inventory of the resources of the area, an analysis of the resources of the area, an analysis of the economy, the establishment of strategies for developing, improving, and exploiting the resource base determined in the previous analysis, and the establishment of a scheme of priorities to be followed in implementing the strategies.

COMMUNITY DEVELOPMENT INFORMATION. 1969

A community development information brochure was compiled on each of the following subjects:

AIR TRANSPORTATION
CHURCHES
EDUCATION FACILITIES
FIRE PROTECTION
HIGHWAY TRANSPORTATION
HOUSING
INDUSTRIES IN COMMUNITIES
LIBRARIES
LOCAL FINANCING
MEDICAL FACILITIES IN EASTERN NORTH CAROLINA

POLICE PROTECTION
POPULATION
POWER AND FUEL
RAIL TRANSPORTATION
RESCUE SQUADS
SEWERAGE
TAX STRUCTURE
TRUCK TRANSPORTATION
WATER SYSTEMS

MUNICIPAL WATER AND SEWER SYSTEMS, AN INVENTORY OF EASTERN NORTH CAROLINA. 1970

This report is the work of a college student serving as an intern in resource development. The use of the project for the local situation and the use of the project as an educational opportunity for the student is equally stressed, thus the report includes the student's findings, observations, suggestions, and opinions as well as recording information he has obtained.

HOUSING STATISTICS, EASTERN NORTH CAROLINA. 1970

This report is an updated study of housing in Eastern North Carolina.

LAKE GASTON MOTEL-RESTAURANT POTENTIAL. 1970

The purpose of this study was to determine the feasibility of constructing a motel and restaurant to serve tourists and residents of the Lake Gaston area in the counties of Halifax, Warren, and Northampton in North Carolina and Mecklenburg and Brunswick counties in Virginia. This market study sets forth the existing economic data pertaining to an area within 100 miles of Lake Gaston. Also a regional market consisting of several states is analyzed and conclusions offered as recommendations to the potential investors to determine if they would desire to invest in a motel and restaurant in the Lake Gaston area.

DATA PERTINENT TO LOCATION OF REGIONAL REHABILITATION CENTER, GREENVILLE. 1970

The data in this brochure are the result of the efforts of the citizens of Greenville and Pitt County to present accurate, up-to-date, and pertinent information which was used by the Advisory Committee on Rehabilitation Facilities in making its recommendation for the location of a Regional Rehabilitation Center in Eastern North Carolina.

POR T O' PINES, NORTH CAROLINA, A DEVELOPMENT DESCRIPTION AND MARKET- ABILITY ANALYSIS. 1971

This publication was prepared as a preliminary feasibility study of the development of a resort-residential community in Eastern North Carolina. Port O'Pines has a water-oriented natural beauty that will enable it to attract transient visitors and vacationers as well as be established as a desirable area for year-round casual living of a permanent nature.

PRELIMINARY DATA FOR TYRRELL COUNTY MASTER ECONOMIC DEVELOPMENT PLAN. 1971

These data were compiled in preparation to undertake a master economic growth plan to alleviate the county's deteriorating population and economic conditions. The plan was unique in that rather than requesting a rather large grant from the Federal Government, the expertise already available within the state was utilized. Each of twenty-five state agencies assigned a specialist to make growth recommendations in their respective fields. The Regional Development Institute coordinated and edited the final recommendations.

THE GREAT DISMAL SWAMP, A NORTH CAROLINA STATE PARK FOR THE FUTURE. 1971

The general Pasquotank area of the North Coastal Plains was designated as a needed site for a new state park by the Study Commission, and the citizens of the area particularly recommended the acquisition of certain portions of the Great Dismal Swamp. The East Carolina University Regional Development Institute brought together information which would be helpful to the members of the 1971 General Assembly in their deliberations to acquire portions of the Great Dismal Swamp and develop it as a North Carolina state park.

COMPUTER COMMUNITY INFORMATION

The East Carolina University Regional Development Institute has printed brochures for each of 200 towns in Eastern North Carolina. Each brochure contains data for 1,300 different items.

LEISURE INDUSTRY – COASTAL NORTH CAROLINA. March 1971

This paper examines tourism as well as industrial development in the easternmost 32 counties of North Carolina. Emphasis was placed on the coastal counties of North Carolina due to their greater potential for tourism and leisure industry.

GREENFIELD HEIGHTS, FARMVILLE, NORTH CAROLINA – NEED AND MARKETABILITY ANALYSIS. February 1971

This study was done to determine the need and marketability of houses for low and moderate income families in the Farmville, North Carolina, area. It analyzes the population, incomes, and available housing in Farmville; determines that there is an acute need for such housing; and promotes the planned subdivision of Greenfield Heights to meet such a need.

PARTICIPATING STATE AGENCY REPORTS FOR "OPERATION DISCOVERY" TYRRELL COUNTY, NORTH CAROLINA. April 1971.

Each of twenty-five state agencies assigned a specialist to make growth recommendations in their respective fields for a master economic development plan for Tyrrell County. The Regional Development Institute coordinated and edited the final recommendations which are contained herein.

INDUSTRIAL SITE AND DEVELOPMENT INFORMATION. June 1971.

In cooperation with the Northampton County Industrial Development Commission, the East Carolina University Regional Development Institute compiled industrial site information and aerial photographs for fourteen sites and seven towns in Northampton County.

INFORMATION PERTINENT TO THE APPLICATION BEFORE THE N. C. BANKING COMMISSION REQUESTING A BRANCH OFFICE IN GREENVILLE, NORTH CAROLINA, BY THE BANK OF WINTERVILLE. September 24, 1969.

The information within this report was compiled to support the application of the Bank of Winterville to open a branch office in the City of Greenville, North Carolina. The information substantiates the fact that Greenville is growing very rapidly and has need for further banking services. The report also points out the very rapid growth of the Bank of Winterville and demonstrates its ability and capability to fulfill this need.

AN ANALYSIS OF THE PRESENT AND FUTURE NEEDS FOR COMMERCIAL FULL-SERVICE MARINA DEVELOPMENT, NEUSE RIVER, NORTH CAROLINA. March 1971.

This study, while originating from a single request for assistance in the determining of the advisability of engaging in the development of a commercial marina, was prepared in such a manner that it can be used by others with similar interests in various sections of the study area or even in other regions. No specific sites were suggested for such proposed facilities in the study area. This determination should be made by the developer after an intensive review of the area.

ENTREPRENEURSHIP PROGRAM IN RURAL/URBAN UNIVERSITY COMMUNITY. June 1971.

This study contains the reports of two consultants hired by the Regional Development Institute to establish Advisory Committees to Small Businesses---one in Fayetteville, North Carolina, and one in Greenville, North Carolina. The purpose of these two committees is to provide disadvantaged (especially minority) citizens of the community the knowledge, guidance and encouragement in the establishment of their own business or in the improvement or expansion of an existing business.

ENVIRONMENTAL POLICIES AFFECTING GOVERNMENTS AND DEVELOPMENT. July 1971.

This publication contains the speeches of eleven officials of North Carolina State Departments which were made at the Conference on Environmental Policies Affecting Governments and Development. This conference was co-sponsored by the North Carolina Department of Water and Air Resources and the East Carolina University Regional Development Institute.

APPENDIX III
LETTERS OF COMMENDATION

bc: Mr. Thomas W. Willis
Mr. R. T. Brinn ✓



Conner Homes Corporation

P. O. BOX 520 - NEWPORT, N. C. 28570

(919) - 223-5121

June 2, 1971

Dr. Leo Jenkins
President
East Carolina University
Greenville, North Carolina 27834

Dear Dr. Jenkins:

We at Conner Homes Corporation would like to take this opportunity to express our sincere appreciation to you for the technical knowledge and assistance of the Regional Development Institute of the University that you have given our company in getting our homes provisionally approved for FHA/VA financing. With the assistance of The Institute, we were amazed at how quickly we were able to obtain this approval. Rather than being a matter of months, it was only a matter of weeks.

This technical knowledge which we obtained through your Regional Development Institute was also very helpful in our efforts to obtain UL Listing of our modular homes. We feel that FHA/VA and Underwriters' Laboratories, Inc. are three large milestones in the history of our company, and without your help would have been much harder to have obtained.

With these milestones obtained, I think we can feasibly look for an approximate 50 percent increase in sales and another 125 to 150 jobs being created in our company in eastern North Carolina within the next two years, as the FHA/VA financing will place housing in reach of a tremendous number of people that could not possibly afford adequate housing in the past.

As you know, our company was the first modern manufacturer of mobile homes in the Nation to receive UL Listing of its mobile homes, however, the assistance of your Institute was most helpful in obtaining Listing of our modular homes.

We are indeed looking forward to working with you and The Institute on similar projects.

Very sincerely yours,

S. T. Vick
Vice President

STV:mm

WALTER B. JONES
1ST DISTRICT, NORTH CAROLINA

TELEPHONE: CODE 202: 225-3101

FLOYD J. LUPTON
ADMINISTRATIVE ASSISTANT

COMMITTEES:
AGRICULTURE
MERCHANT MARINE
AND FISHERIES

Congress of the United States
House of Representatives
Washington, D.C. 20515

February 18, 1971

Mr. Tom Willis, Director
East Carolina University Regional
Development Institute
Greenville, North Carolina 27834

Dear Tom:

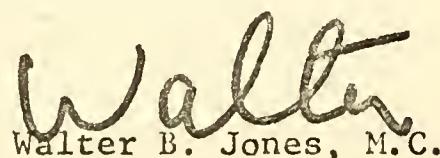
My office has on this date received preliminary data on Tyrrell County's Master Economic Development Plan prepared by your staff under your able supervision.

May I take this opportunity to compliment you on the comprehensive information contained in this plan which indeed demonstrates the great potential of one of Eastern North Carolina's most rural counties.

Your institute has rendered invaluable service to the citizens of Eastern North Carolina and you are to be complimented on your dedicated efforts.

Very best personal regards.

Sincerely,


Walter B. Jones, M.C.

WBJ:gw

EAST CAROLINA UNIVERSITY

GREENVILLE, N. C. 27834

OFFICE OF THE PRESIDENT

February 18, 1971

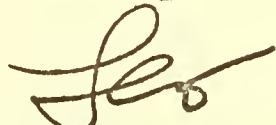
Mr. Tom Willis
Regional Development Institute
East Carolina University

Dear Tom:

I appreciate the very nice brochure your people put out regarding the Dismal Swamp. I do hope that you can get enough copies to mail to some of our friends throughout the State, including the Board of Trustees.

Best wishes,

Sincerely,



Leo W. Jenkins

LWJ:jp

March 15, 1971

Mr. W. L. Turner, Director
State of North Carolina
Department of Administration
Raleigh, North Carolina 27602

Dear Mr. Turner:

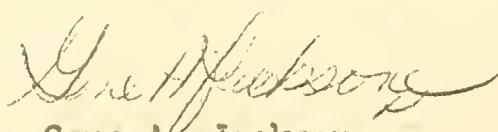
Thank you for your letter of March 10, inviting us to attend the meeting on Tuesday, March 23, 1971, at 1:30 p.m. I will be glad to attend, and although I may not be able to offer much in the way of suggestions, I will certainly be able to give a "testimonial" to the immeasurable service that has been rendered to us here by the East Carolina University Regional Development Institute. Were it not for the able assistance of Mr. Willis, Mr. Minette, and the Institute, I very seriously doubt that this company would be in existence today. Very frankly, if the assistance given to us here is an example of that rendered by them generally, I feel that more credit should be given than I am aware of.

We feel an obligation to the East Carolina University Regional Development Institute and to the State of North Carolina for providing their services, and therefore are most happy to be able to reciprocate in any manner available to us.

I shall look forward to meeting you on March 23.

Very truly yours,

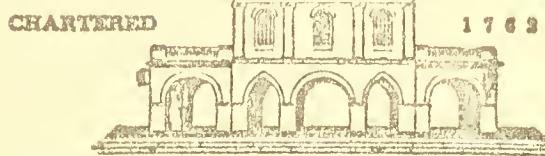
HAVELOCK HOMES CORPORATION



Gene A. Jackson
President

GAJ/drh

THE CITY OF FAYETTEVILLE
NORTH CAROLINA



OFFICE OF THE MAYOR

FAYETTEVILLE, N. C.

July 1, 1971

Mr. Thomas Willis
East Carolina University
Regional Development Institute
P. O. Box 2703
Greenville, North Carolina 27834

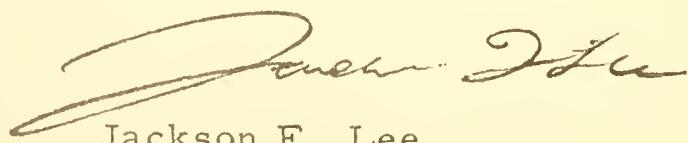
Dear Mr. Willis:

Unfortunately I was not able to attend the organizational meeting of the Mayor's Advisory Committee To Small Businesses due to a very urgent meeting that I had to attend in Raleigh this past Tuesday. I have reviewed all of the material submitted to me by Thomas Bacote, our consultant, and have also held a conference with him. I am pleased with the work done by Mr. Bacote and feel that he has done a most outstanding job.

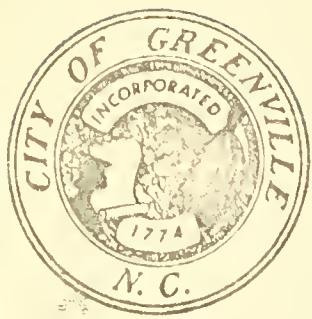
I look forward to this committee as being very vibrant in the continued growth of our City and I am pleased that it came into being under my administration. We shall utilize it in every way possible to assist the small business operator in becoming a more vital part of our free enterprise system.

May I express to you and other members of your staff our sincere thanks and appreciation for giving us the assistance that you did in helping us to initiate this project.

Yours truly,



Jackson F. Lee
Mayor



CITY OF GREENVILLE
NORTH CAROLINA

27834

OFFICE OF
CITY MANAGER

July 1, 1971

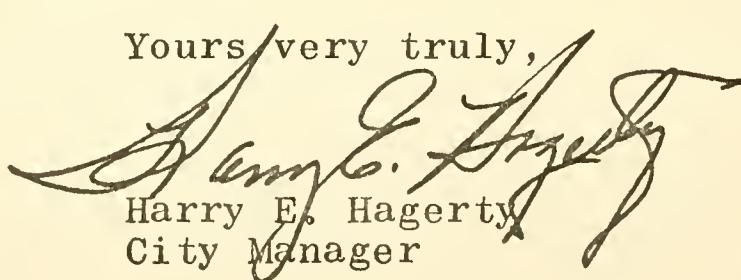
Mr. Thomas W. Willis, Director
East Carolina Regional Development Institute
East Carolina University
Greenville, North Carolina 27834

Dear Mr. Willis:

As required in the contract between Mr. Thomas J. Payne and the Regional Development Institute in establishing a small entrepreneurship program in Greenville, I have read the reports of Mr. Payne and concur in the findings and recommendations of these reports.

I have reviewed completely the program with Mr. Payne and find that his work is highly acceptable and fully believe that the City Council of the City of Greenville will do all they can in implementing this program and continuing the expansion of what Mr. Payne has proposed under the contract.

Yours very truly,



Harry E. Hagerty
City Manager

HEH/gm

APPENDIX IV
NEWS ARTICLES ON PROGRAM



—The Daily Reflector, Greenville, N.C.—Sunday, August 8, 1971

Small Business Aid Is Discussed Here

A dozen local community leaders met here Friday with Keith Crisco, as assistant secretary of the U.S. Department of Commerce, to discuss the possibility of obtaining a federal grant with which to help fund a program of aid to small businesses in the Greenville area.

Tom Willis, director of the Regional Development Institute at East Carolina University told the group that the Greenville proposal is one of two pilot projects — the other in Fayetteville — RDI has been investigating for a number of months.

Willis said the basic plan calls for the establishment of two volunteer committees; one of financial leaders to advise small business operators on management techniques; and a full-time director to push the committees.

"To have somewhere that you can go is the point," Dr. A.A. Best commented. He indicated that a management assistance organization would help small businesses to become established and to remain on good financial ground over the years.

"We're not talking about give-away money," Willis emphasised, "but good solid business loans," backed by technical assistance.

Crisco, who indicated his encouragement over the "effort here", said there is a possibility of securing a Technical Assistance grant to fund the establishment of some type of program.

Crisco also suggested local leaders push for the establishment of a Small Business Administration office locally.

The closest SBA office is in Charlotte.

Willis And Pou Are Honored At Meet

The Daily Reflector, Greenville, N.C.

Wednesday, December 9, 1970—5

T. W. Willis was presented the resident's Key Award while Dr. Joe Pou was recipient of the Citizen of the Year Award at the eventh annual membership meeting of the Chamber of Commerce and Merchants Association last night at the Moose Lodge.

The President's Key Award is presented to the key contributor to the chamber during the year. A native of Farmville, Willis is director of the Regional Development Institute at East Carolina University.

Prior to coming to ECU, Willis served as director of the Farmville Economic Council from 1957 until 1964, during which time that town acquired two industries, International Paper Co. and the Collins and Aikman facility.

Willis, named Farmville's Man of the Year in 1963, is a former vice chairman of the Pitt County United Fund and a former chairman of the Pitt County Chapter of the American Red Cross. He is past president of the Farmville Kiwanis Club.

He is currently a member of the Pitt County Board of Directors of the American Red Cross and chairman of the Mayor's Advisory Committee of Farmville.

A member of the Farmville Methodist Church, Willis is married to the former Hope Weathington of Grifton and they have two children.

Dr. Joe Pou, vice president of Wachovia Bank and Trust Company, was presented the Citizen of the Year Award for his leadership in the hospital bond drive.

This award is presented to the citizen who has, in the chamber's opinion, made outstanding contributions to the city of Greenville during the year.

Dr. Pou is currently serving as president of the Greenville Rotary Club and treasurer of the North Carolina Mental Health Association.

Dr. Pou received his B.S. degree from North Carolina

State University, the M. S. degree from the University of Wisconsin, and the Ph. D. degree from Cornell University.

He has been an outstanding leader in both professional and civic organizations on both a local and state level.

He is married to the former Margaretha Craig and they have two children.

Other recipients of the Citizen's Award include Dr. Leo Jenkins; S. E. West; and R. W. Howard. Recipients of the President's Award are Dr. Joe Pou; Billy Laughinghouse; and Dr. H. E. Lowry.

Speakers for last night's meeting were: Dr. Leo Jenkins; Dr. J. W. Pou; T. W. Willis; and Woodrow Wooten.

The four men outlined plans and made predictions for the 1970's.

"During the next decade, the total economic impact of ECU on this area will increase tremendously," Dr. Jenkins stated. "It is projected that in the years ahead, ECU will be contributing over \$370 million to the Greenville economy."

Jenkins said that enrollment at ECU by 1980-1981 is expected to increase by 4,600 students.

"The purchasing power of 4,600 students is equivalent to that of 690 newly created industrial jobs," he said. The increase in students will increase the number of faculty and staff members.

"ECU will push ahead with its plans for a regional medical complex . . . which will help attract top medical specialists and bring relief to our physician shortage," Dr. Jenkins explained.

Dr. Pou sees a slight decrease in unemployment and a slight increase in inflation during the next decade.

"If we can expect an annual growth of seven percent in retail sales in Greenville for the next 10 years, our annual total retail sales will be approximately \$200 million, approaching the retail sales of Wilmington today," Pou emphasized.

He added, "By 1980, the total sales from agriculture will be approximately \$70 million, with

the increase income coming from improved yields of soybeans, corn and peanuts and a continued expansion in eggs, poultry, swine, cucumbers and other food crops."

"If Congress permits the lease or sale of tobacco allotments across county lines, we will be producing more tobacco in Pitt County in 1980 than we are today as many of the small allotments in the Piedmont will move to this area," he explained.

Woodrow Wooten, chairman of the Pitt Memorial Hospital board of directors, discussed the new hospital to be constructed here within the next few years, the possibility of acquiring a rehabilitation center here and patient - related education at East Carolina University.

"When the doors of the new hospital are open, we plan for it to be the most modern, up-to-date facility, and operated by the best medical staff anywhere," Wooten said.

Willis feels Greenville will develop a new measurement of growth during the decade.

"During the decade, no longer will we count just new buildings, new jobs, or population increases," Willis stated.



RECEIVES PRESIDENT'S AWARD .

... T. W. Willis, left, is presented the President's Key Award by Gene Skinner, president of the Greenville Chamber of Commerce and Mer-

chant's Association. Dr. Joe Pou, recipient of the "Citizen of the Year Award" looks on. (Reflector Staff Photo).

PROMISES SAVE SWAMP ACTION

BY FRANCINE SWYER
Asst. City Editor

CURRANKEE - After touring a portion of the Great Dismal Swamp for the first time, Gov. Robert W. Scott feels the region should be saved and promised he will recommend this action.

These feelings by the governor were expressed after making a four-hour tour of the swamp with the North Carolina delegation who have been working on a bill in Congress to save the swamp from a dam.

The tour party entered the swamp at 9:15 a.m. Saturday after a caravan of five cars and 20 persons accompanied the governor from Elizabeth City.

Leading the tour was Gov. Scott's limousine, which negotiated the sometimes narrow roads in the swamp area mid-way in the tour. The governor was asked his opinion of the swamp thus far. "Well, I think it's a mighty long canal," was his tongue-in-cheek reply.

Later, the governor expressed his concern over making a portion of the swamp into a game preserve and park area. He said:

"The swamp is a valuable resource which offers excellent opportunity for a park which would be an asset to the state park system."

"More natural parks are needed for the ever-increasing population that has more leisure time to seek this type of environment. This section of the state with its proximity to the Norfolk, Va., metropolitan area, could capitalize on the region to great advantage," Scott added.

Scott used to hunt with his recommendations to the State Advisory Budget Committee, with allocations for a block of

Governor Yows Aid To Swamp

(Continued from Page 1)

GOVERNOR: (smile). "I am very interested in historical things relating to the tremendous historical background of the swamp and the big role the swamp has played in the development of the state's history, with its use from colonial time to World War II when the swamp was a safe inland waterway. I understand the historical value of the swamp."

The area has potential not only from park and recreation park, but for sport, historical as well. The resources should be utilized."

"There are many ways the swamp could be considered. Number one, what you have here is what most folks consider a waste land. The full potential of the area must be realized. Then, you have other people who do not hunt, versus those who do. If a portion of the swamp is made into a game preserve, hunters and non-hunters would both benefit from the park. For hunters, a game preserve with a breeding place for animals, would be established with hunting outside the game preserve area flourishing. For non-hunters, there is the enjoyment of a game preserve," said Scott.

Scott used to hunt with his father, a furrier, Governor of North Carolina. He admits his favorite type is rabbit trapping

Governor Robert W. Scott (right) entered the Dismal Swamp for the first time Saturday morning who eyed the governor's car with keen interest. North Carolina Committee to Save The Swamp a "hey tour on the canal banks of the swamp.

Governor Robert W. Scott (right) entered the Dismal Swamp for the first time Saturday morning who eyed the governor's car with keen interest.

North Carolina Committee to Save The Swamp a "hey tour on the canal banks of the swamp.

There were hunters in the Dismal Swamp Saturday morning who eyed the governor's car with keen interest. As the swamp project apparently moves along to seeming success, Dr. Gill had these words to say, "I'm glad the governor could come down and get a first-hand look at the swamp. I hope everyone will be continued in the right direction as more op-

Dancy
Arlene C.

Dec. 6, 1970

Region-Wide Seminar On Environmental Policies Opens Jan. 2

The Daily Reflector, Greenville, N.C.—Sunday, January 10, 1971—3

East Carolina University's Regional Development Institute and Division of Continuing Education will sponsor a conference on environmental policies on Jan. 21-22.

The conference will be held in New Bern. County and municipal officials, economic development personnel, chamber of commerce officials, land developers, industry and industrial managers have been invited.

Thomas W. Willis, director of East Carolina's Regional Development Institute, said the seminar type conference was arranged at the request of many government and industrial development officials.

"Recent situations in Eastern North Carolina which have come to our attention indicate that there is a need for further information concerning the environmental policies which are affecting governments and development," Willis said. "We feel that the need for such a seminar is urgent."

Willis outlined subjects for study and discussion and said advance indications are that the conference will be well attended.

"The policies now emanating from Raleigh and Washington need to be explained immediately to all of us," Willis said.

Cooperating in sponsoring the conference will be the N. C. Department of Water and Air Resources.

Announcing the agenda, Willis said the questions to be discussed include the following:

How is industrial development in North Carolina being affected by new environmental policies?

Who has to approve industrial expansions or new industries coming into a community?

Whose responsibility is it to maintain proper air quality - cities, counties or industry?

Are the recently adopted environmental policies going to halt estuarine land developments?

Will the recent changes in environmental policies require each county to own and maintain solid waste disposal facilities?

What type of solid waste disposal is going to be required of municipalities?

Is the East facing a ground water crisis?

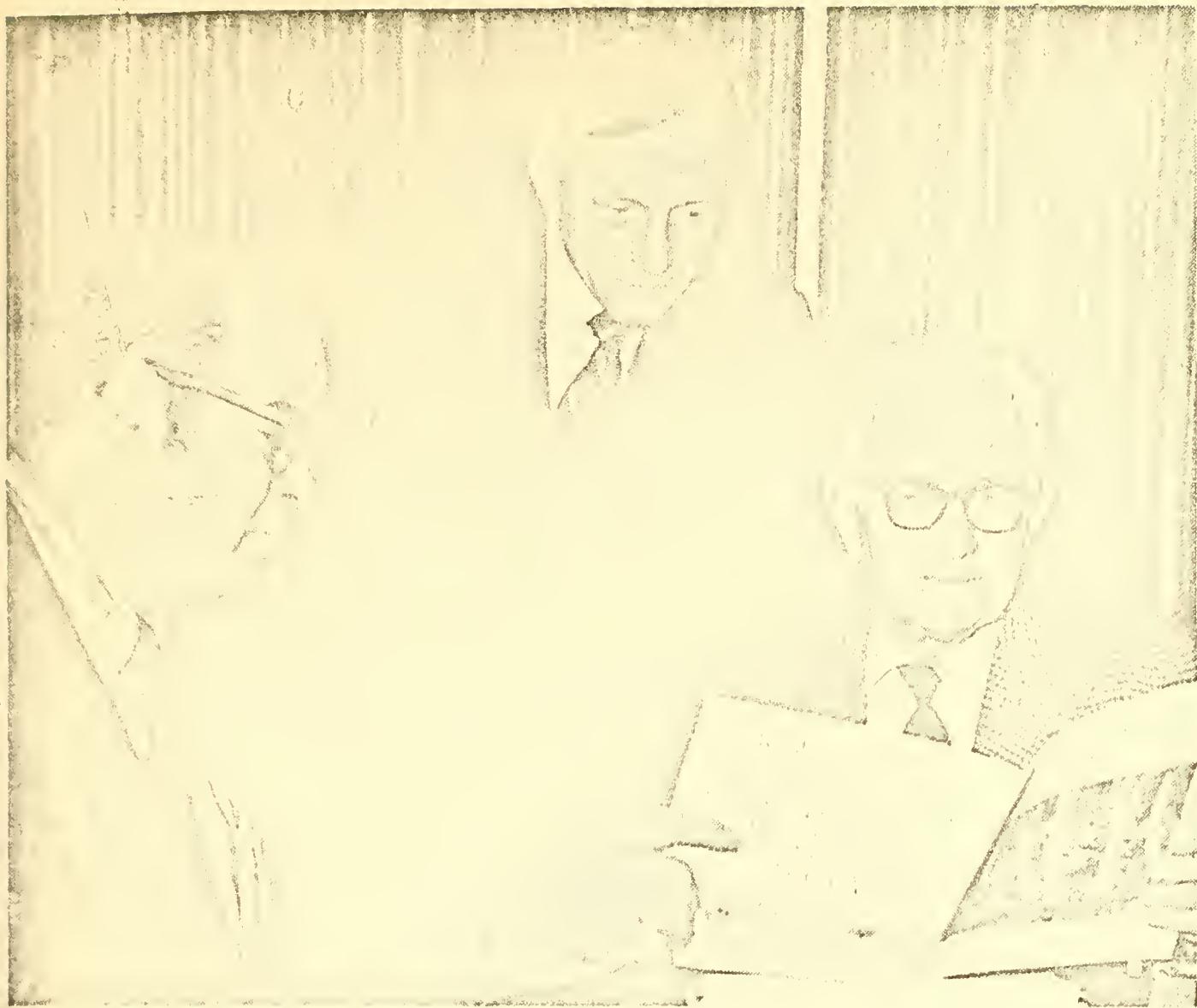
Will wild life management and economic growth be compatible during the 70's?

What is the responsibility of industry and municipalities in using and properly maintaining water quality?

What is the responsibility of municipalities in environmental maintenance?

What aids are available to local governments in controlling and protecting the environment?

What is the future of Eastern North Carolina's waterways in navigation, water supply as scenic rivers?



A brochure describing the virtues of the Dismal Swamp which is to be presented to the General Assembly soon is checked by, l to r, William F. Minette, Bruce S. Pett-

way and J. A. Gill, members of the swamp committee. The brochure contains 12 pages and is to be printed on a light sepia paper in brown ink using screened photos.

Dismal Swamp Booklet Is Presented Legislators

Francine

Saenger

2/19/17

A 12-page booklet entitled "The Great Dismal Swamp," printed on sepia paper in brown ink and screening, is ready to be distributed to the North Carolina General Assembly.

William P. Minette, development specialist with the East Carolina University Regional Development Institute, delivered several sample copies to Dr. J.A. Gill and Bruce Peteway Thursday.

The introduction to the booklet declares: "Some say 'Give the Swamp back to the Indians,' Not so, say the citizens of the North Carolina Plains. We say, 'The Great Dismal Swamp should be preserved for all the people, all of the time.'"

A history of the swamp is included in the booklet along with a verse from Sir Thomas Moore's ballad written in 1803.

"They made her grave too cold and damp

For a soul so warm and true
And she's gone to the lake of the
Dismal Swamp

Where all night long, by a firefly
lamp,

She paddles her White Canoe."

There are pictures in the booklet, offering the scenic and natural features of the swamp, and telling of the many plants which thrive in the environment, such as the picturesque Spanish moss, juniper, cypress, magnolia, tupelo, holly, sweet pepperbush, and evergreen.

There is a page devoted to a map denoting the area designated to be converted into a state park. It shows the Virginia-North Carolina boundary and the location of Lake Drummond.

Another page of photographs shows the natural wildlife in the swamp. Deer, birds, ducks, and fox make their homes there as well as an occasional black bear.

Another page delineates proposed recreational and public-use development area showing suggested recreational areas in a sketch of the state park.

A suggestion to the General Assembly will include an "Interpretive Center" to serve as a combination museum, office and

workshop. The center could easily stress natural history and the social history of the area according to the brochure.

A planned project is a nature trail. The brochure says "Nature trails should be designed to emphasize particular plant species, geological processes, the results of certain wildlife activity. The trails should be cleared of brush to permit walking and should be marked in varying degrees of elaborateness with numbered posts, keyed to a guide leaflet. The trails should be able to be used by individuals to conduct group tours."

Planned sketches of proposed family camping areas and a picnic area, complete with sketches, are included in the booklet.

Gill will make a trip to Washington, D.C. to confer with federal agents who can aid the Dismal Swamp project.

Upon returning to North Carolina, Gill will then make immediate plans with State Rep. W.T. Culpepper Jr. concerning an appointment with Gov. Robert Scott for entering a bill in the General Assembly concerning the Dismal Swamp future state park. According to Gill, the brochures will be distributed to the General Assembly along with a personal letter to each representative.

"Historical, intriguing, weirdly beautiful in its natural virginity, the Great Dismal Swamp now awaits its fate . . ." so says the brochure.

The Virginian-Pilot

Tuesday, February 16, 1971

25 Agencies

To Discuss

Tyrrell Plan

COLUMBIA, N.C. — North Carolina will try out a new way of aiding a county in planning its economic growth at a meeting here today.

Twenty five state agencies are expected to discuss plans that will help Tyrrell County "to alleviate the county's deteriorating population and economic conditions," the chairman of the county Board of Commissioners said.

"This will be done by developing a master economic growth plan," Lem Cahoon said.

He described the task as "unique" because instead of requesting a large grant from the federal government, "the expertise already available in the state, through the agencies participating in our efforts, will be utilized by the county.

"Each agency will assign a specialist to make growth recommendations in their respective fields," Cahoon said.

The final recommendations will be coordinated by East Carolina University's Regional Development Institute.

"This is the first time anything like this has been done," said Institute Director Tom Willis.

"This approach toward solving economic problem could be most valuable and its success might warrant its trial by other needy counties," he said.

Cahoon said the idea came about, "after the commissioners reviewed the 10-year population drop of 17.8 per cent and the fact that 1,345 of the county's 3,714 residents are eligible for surplus food commodities."

He said the plan was developed with the help of Sen. Ashley Furtrell and Reps. Archie Burrs and William R. Roberson.

Today's meeting will be an exchange of ideas between county officials and representatives of two divisions of the Department of Administration, a representative from the Department of Agriculture, Department of Archives and History, Coastal Plains Regional Commission, Department of Community Colleges, and six divisions of the Department of Conservation and Development.

Also at the meeting will be representatives of the Employment Security Commission, Board of Health, Highway Commission, Department of Labor and four divisions of the Department of Local Affairs.

There will be representatives from the Department of Mental Health, North Carolina State University Extension, Department of Public Instruction, Department of Social Services, Department of Water and Air Resources, and the Wildlife Resources Commission.

Tyrrell: A Depressed County That Seeks Betterment

By FRANK M. ROBERTS

Virginian-Pilot Staff Writer

COLUMBIA, N.C. — Largely because of poverty and the frustrations it brings, Tyrrell County had the dubious honor of claiming the highest suicide rate in the United States in 1968.

This is not particularly surprising in a county that has a per capita income of \$1,459 per year, a county that is first in North Carolina in per capita expenditure for public assistance, a county that has seen its population decline by more than 17 per cent in the last decade, a county that can offer little work for its people.

For many in that situation, "life becomes too great, they're unable to cope and suicide is often the only way out," said Dr. Allen Schmuller, consulting psychologist for the Albemarle Mental Health Center.

Last December the county commissioners decided to see what could be done to alleviate what their chairman, Lem Cahoon, described as Tyrrell's "deteriorating population and economic conditions."

He has, almost literally, called on the entire state to help, and last week 34 people representing 25 state agencies spent two days touring the county and talking to some of its residents.

The men from Raleigh are experts in health and housing, farming and recreation, labor and roads, education and welfare.

They will combine what they found in the county with the knowledge they have in their specialties and make recommendations on how Tyrrell can improve itself.

East Carolina University's Regional Development Institute will coordinate the final recommendations.

It's a pioneer approach for the state but a necessary one because, as RDI Director Tom Willis said, "If we go to the federal government for a study, that would take money and about two years' time."

plans that can be implemented immediately.

Cahoon added, "We don't need long-range plans. We need to do something now."

Willis feels that while the county has the potential, it has in the past lacked the leadership to utilize it.

He told of one area leader who "didn't even know that funds were available for public housing."

The bus tour through the county showed that Tyrrell abounds in dilapidated shacks used as family homes.

"Sure, public housing is available but no one has made the effort to get it," Clyde Sawyer said.

He is the Soil Conservation Service agent for a four-county area, lives in Tyrrell and is one of the people trying to make Tyrrell livable.

He enjoys the virtually pollution-free air and water, the wildlife and forests, and the peace and quiet of what Bill Sharp, author of "A New Geography of North Carolina," called "the last province."

Sawyer was partly responsible for one step in the direction of progress, the Gum Neck Watershed Project.

That community, because of low elevation, was a constant victim of flood damage and poor drainage.

Over the last several years drainage channels were built and three pumps, capable of pumping 70,000 gallons of water a minute, were installed in Gum Neck.

"The project allowed the people to make a living. Before it, farmers there were going out of business," Sawyer said.

Because of the project, total economic benefits to the community and county amount to more than \$100,000 annually. One farm has almost doubled its production.

Tyrrell's soil is good, agriculture leaders say. With proper drainage and proper water man-

agement more of it can be put to use.

Currently only 25,000 of the 140,000 acres of farmland in the county are being used.

And Tyrrell has the potential to go beyond that point. A processing plant in the county could prove as profitable as a fish processing plant that has served the area for many years.

Sawyer said that some of his counterparts in one area of Florida told him recently that "we could turn them out of the vegetable business."

"Operating costs are lower here and the soil is good," he said.

West Virginia Pulp and Paper Co., Atlantic Farms and other large land-owning companies feel the same way and are now clearing 600,000 acres for farming.

"There's about a dollar an acre in timber," Sawyer said, "compared to about \$10 in farming."

Corn and soybeans are the county's mainstay but some of the large organizations are also experimenting with potatoes.

Up to now the companies have been doing their own farming but this year they will lease some acreage to local farmers.

Over the last quarter of a century farming has been dying in the agriculturally oriented county, due mainly to poor drainage

and lack of flood control.

Farmers lost nearly \$2 million from a crop damage between 1955 and 1960.

One county official said that most farmers in Tyrrell are in debt.

The average Tyrrell County farmer is about 60 years old. Because of the low profit margins, young farmers are becoming scarcer each year.

With less than a handful of small industries in the area, many of them offering only seasonal employment, the local high school graduates, 60 per cent of who enter the labor market, leave the county to work.

The young people still in school need more and better physical facilities. Buildings at the county's two schools were constructed between 1926 and 1957. The schools are just now converting from coal to oil heat.

The Department of Public Instruction in Raleigh says that about one-third of the county's teen-agers are dropouts as were their parents.

Of those that are in school the teachers have to work with a greater number of slow learners than in the average county, the department said.

In order to survive, the county must look to its young people. The state's experts who visited Tyrrell will try to come up with ideas to hold them there.

Willis said one idea that should be considered would be to lure into the area a construction company that would build prefabricated homes.

The county's two lumber firms can supply the needed material.

"The Department of Housing and Urban Development is crying to set up such businesses," he said, "and the money to do it is easy to come by."

Tourists are crying for recreation facilities, too, but Tyrrell has none.

"Miles and miles of water," Sawyer said, "but none for swimming or other public recreation. No beaches."

"We have some of the finest bathing areas in the state but it's all privately owned. If we don't develop what we have there will be rows of cottages and nothing else," he said.

"And boaters love the water here," Willis said, "but there are no marinas for them, no facilities."

Those are the major problems that the state's experts will try to solve.

W. E. Bateman, Tyrrell County's director of social services, said that most of the information given the state "is of a negative nature."

"I'm looking for the state's recommendations," Cahoon said. "The end result is bound to be an asset to us, bound to help us progress."

If the Tyrrell project is successful Willis feels that the State might work in a similar way with other Northeastern North Carolina counties, "particularly Camden and Currituck."

The Virginian-Pilot

Institute Prepares Small Business Aid

The East Carolina University Regional Development Institute for new business, securing financing, offering follow-up advisory counseling, and an initiating a unique prototype program of aiding the potential opportunity for a small business businessman in educational program.

Two small projects will be established a business. Thomas W. Willis, director of the East Carolina University Regional Development Institute said that Greenville and Fayetteville and when implemented, the Greenville were chosen because of the great interest shown by the respective municipal business man in developing ideas

for new business, securing governments and the fact that both cities had educational facilities which could offer the desired educational programs. Funds for the projects will come from a grant to the East work in Fayetteville and Thomas J. Payne will develop the program in Greenville. R. T. Brinn of the Institute staff will coordinate both programs.

The project consists of each consultant establishing two local committees. One committee of local volunteer people with financial expertise will screen business ideas, aid in preparing loan papers and in locating sources of funds needed by the businessman. The other com-

mittee of successful businessmen will be available to the new businessman in an "on the spot" advisory capacity in order to avoid the managerial pitfalls which usually cause the small businesses to fail.

In addition, the project will develop an educational program through the East Carolina

Institute Business Seminar Prepares Small Business Aid

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developed over a six weeks period—May 17 to June 30. Two consultants will be employed by the Regional Development Institute. Thomas B. Bacote will Institute. Thomas B. Bacote will the new businessman the opportunity of attending seminar:

University Division of Continuing Education and Fayetteville State University. This educational program will offer the new businessman the opportunity of attending seminar type classes in which problems and techniques can be discussed. The consultants will also develop manuals for the committee members to use.

Willis and municipal officials are highly enthusiastic that the program will work and will result not only in many new businesses being opened, but also will aid existing small businesses in enlarging. When the project is completed

and proven successful, the Regional Development Institute will develop a manual which can be used by other communities in establishing similar programs.

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